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AMERICAN

CATTLE PRODUCER

IN THIS ISSUE

OUTLOOK

PROMOTION TIMETAB

THE RAPTOR

• THE CATTLEMAN'S BUSINESS MAGAZINE

UNIVERSITY
OF MICHIGAN

Aug 17 1954

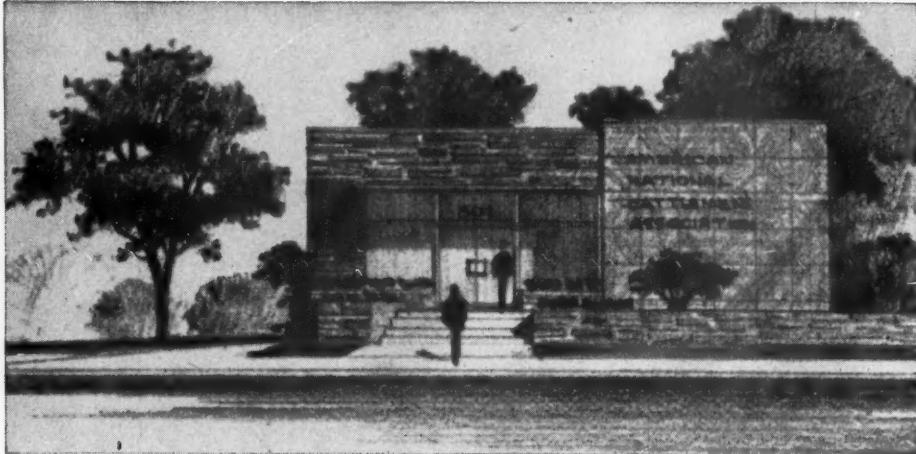
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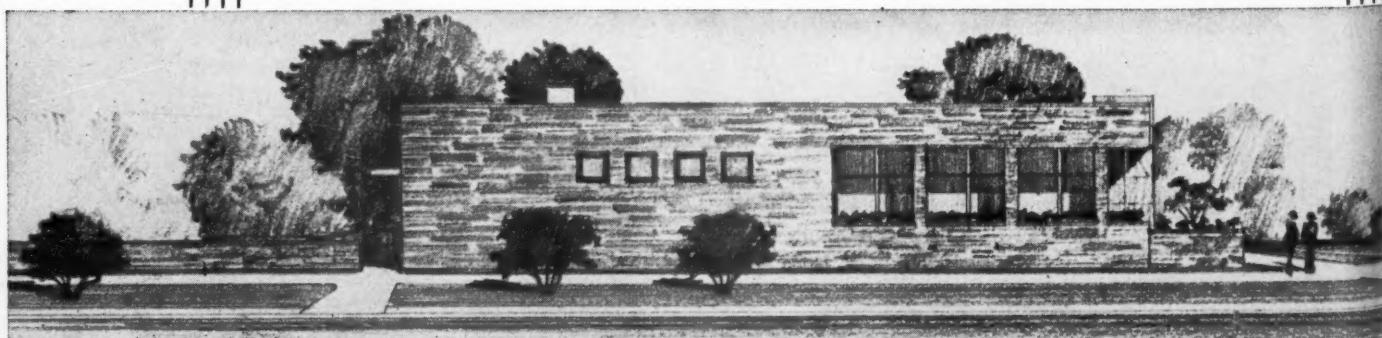
Hundreds of cattlemen have already contributed to the financing of its construction. As the building rises they will enjoy the satisfaction of knowing that they have a part in it.

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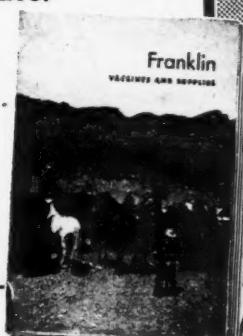
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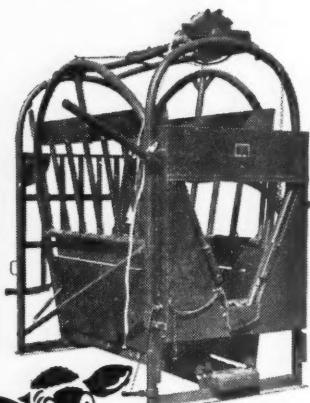
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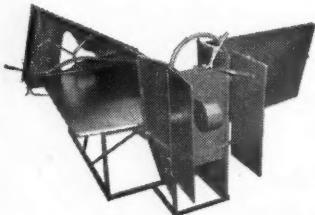
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TO THE EDITOR

HOT!—Been pretty hot here the last two weeks but we at least have lots of grass and hay; been haying for past few weeks.—**Claude E. Olson**, Harding County, S. D.

SHORT OF RAIN, HAY—Haying is in full swing, what there is of it. Near the mountains the crop is about normal, but the low country has only about one-third of a crop. Really need some rain for the ranges, too.—**Samuel C. McMullen**, secretary, Nevada State Cattle Assn., Elko.

MORE HEAT—Sure hot and dry. The heat will no doubt cut the grain but we are fortunate on grass and hay for livestock.—**Harry Blair**, president, South Dakota Stock Growers, Sturgis.

A KIND WISH—Conditions very good here. More hay than for years, and excellent grass. Wish your area could share it.—**Jack Milburn**, Fergus County, Mont. (Continued on P. 30)

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The Lookout

In appraising the prospects for cattle numbers and production, 1955-57, Harold F. Breimyer, USDA statistical expert, offers the following factors that will influence those prospects:

Cattle numbers are now large enough to be sensitive to changes in range and crops feed supplies but, with favorable weather, grazing capacity should suffice. Few forecasters will predict weather, though some say an era of dryness is ahead. New soil and water conservation practices in range areas would greatly offset effects of a drouth as severe as in the 1930's, and the feed grain stockpile would probably help. Last year reduced-price CCC feed doubtless helped maintain foundation herds in drouth counties; and the hazard of drouth is reduced by greater increase in cattle production of the humid East than in the drier West. Proportion of all beef cows east of the Mississippi rose from 16½ per cent in 1949 to 21 per cent in 1954; east of the Mississippi and south of the Ohio it advanced from 12 to 16 per cent in that time.

Diverted acres will also tend to enlarge feed supplies. With post-war demands for all-out production of such crops as wheat and cotton lessened, acreages of those crops and corn were subject to allotment in 1954 and prospects are for allotment again in 1955. Many of these acres will be planted to feed crops, including pasture.

Cattle and calf prices are down about 50 per cent from the high in 1951. Though serious to many producers, it is hard to know if the declines will cause a general reduction in cattle production, but probably not. The low prices have not been low enough for a long enough time as yet either to make alternative enterprises look attractive or to endanger the industry's credit position.

Now slightly below-average, cattle prices were for several years unusually high in proportion to those of all farm products. Few other enterprises are open to the beef cattle producer and there is little chance that an expanding dairy industry will facilitate shifts out of beef cattle in the late 1950's as in the 20's. The credit position of the industry is still strong, though individual producers have had difficulties; financial reserves are large and foreclosures on a scale that would require total cattle production reductions are not immediately foreseeable.

As for probable price level in future as it will affect production: Since 1952, cattle production has tended to level off with beef consumption stabilizing somewhere above 70 pounds per person yearly. Cattle prices of the past 12 months have not tended to stimulate either further expansion or contraction in cattle numbers. The prices are maintained by strong meat demand as a result of high employment at high average incomes; with beef supplies nearly stabilized, prices should hold around 1954 levels—barring a major business recession, which would lower prices and then production. So employment trend and cattle production are strongly related.

In the first half of 1954 about 10 per cent more cattle and 15 per cent more calves were slaughtered than last year; prospects for the second half are for slaughter about the same as the second half of last year; calf slaughter will likely be somewhat larger. Cattle and calf slaughter for the year would thus total about 39 million. With calf crop and death losses about the same or slightly higher, prospective slaughter points to slight inventory change, or at most a small increase. Greater slaughter would reduce inventories of course, but numbers, slaughter and annual beef output are expected to stay high.

The question is, will the present cycle necessarily turn downward according to pattern, or will numbers enter an unprecedented stability or even continue upward in a gradual expansion? The qualified answer: If there is no serious drouth or depression, the latter could take place, departing from a recurring cycle for the first time since 1880. Otherwise, a rather standard cyclical decline might occur.

The best prediction: cattle inventories in the U.S. may dip slightly the next few years, then climb again, possibly to 100 million head in the early 1960's. Average weather and strong meat demand would make such further increase rewarding.

Your cows need Ful-O-Pep's added nutritional strength to build sound, sturdy calves!

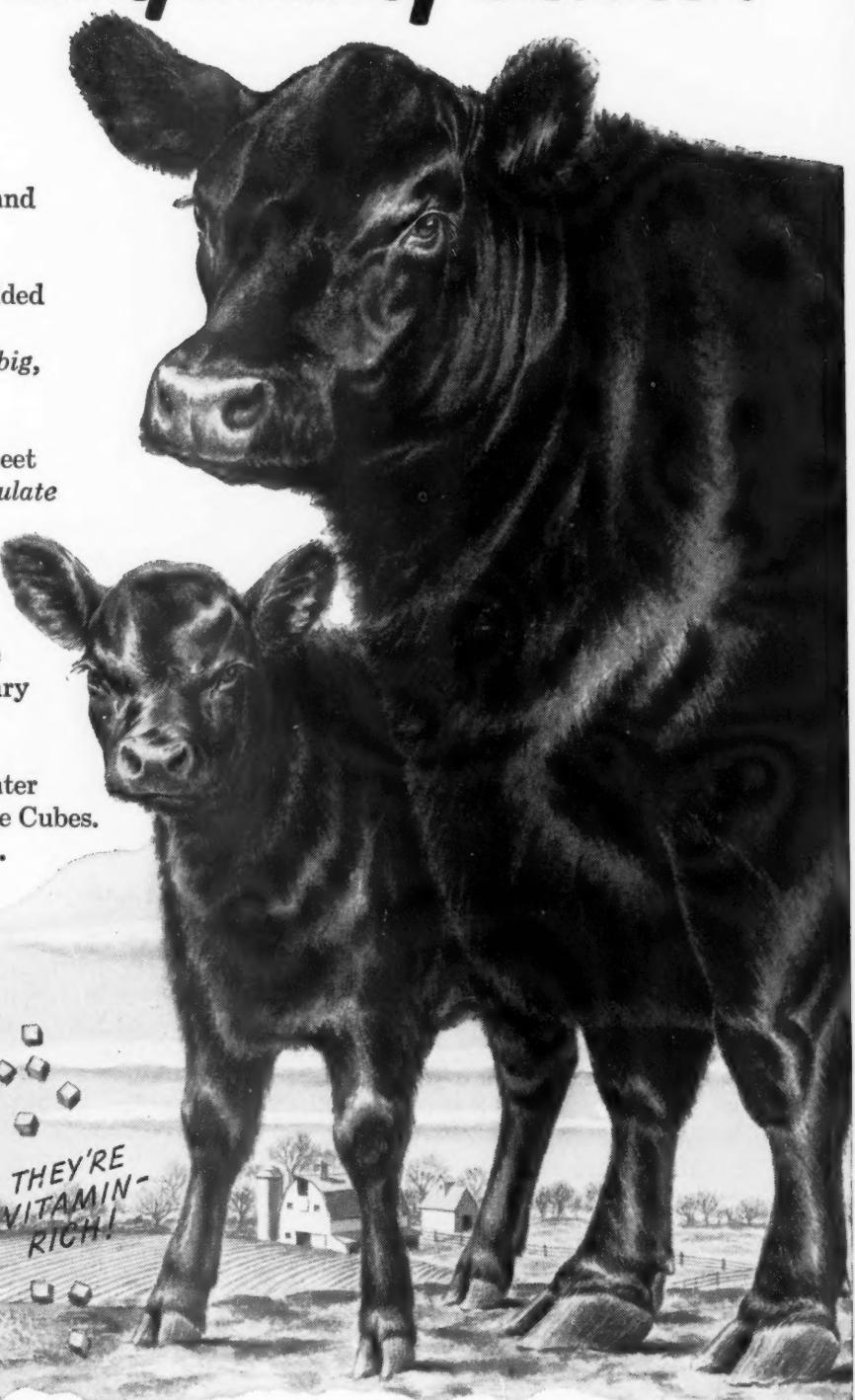
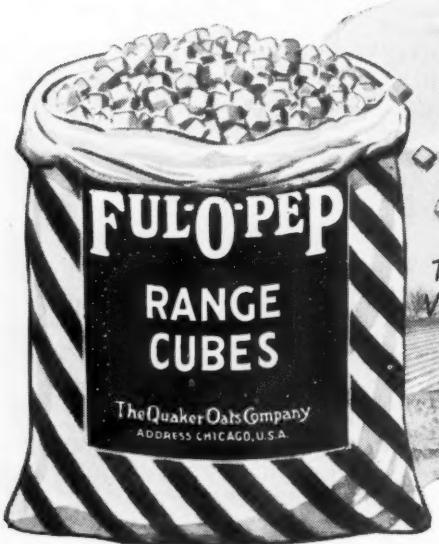
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EXTRA PHOSPHORUS and calcium, plus added trace minerals in Ful-O-Pep Range Cubes, promote top body condition . . . help build big, strapping calves.

BETAINE HYDROCHLORIDE, a new sugar beet product, and sweet cane molasses help stimulate rumen bacterial activity promoting more efficient use of grass and roughage.

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NOW IS THE TIME to plan for your full winter supply of extra-nutritious Ful-O-Pep Range Cubes. You'll find 'em *hard to beat*, for economy . . . for efficiency . . . for ease of feeding!



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Cattle Liquidation

LAST YEAR, when drouth hit a large area of the southwestern cattle producing country, it was a matter of general surprise that so few cows were liquidated. Actually, for the country as a whole, beef and dairy cattle combined, numbers of cows two years old and up increased approximately 2 million head. Some attributed the relatively light marketing to the low prices that prevailed for cows before the government beef purchase program began to take effect. The theory was that with cows in some areas bringing less than 5 cents a pound, you might as well raise another calf.

This year, while the drouth area is not so large and marketings of cows have picked up substantially, yet there is nothing like real drouth liquidation up to this time. A cowman will hang onto his basic cow herd up to the last minute, even though he is put to almost unwarranted expense for feed.

* * *

THE SITUATION THIS YEAR is peculiar, in that in some areas there is sufficient feed to carry cows until fall, and yet the hay supply will be very short. In the South Park of Colorado, ordinarily a big hay meadow, a news dispatch reported the other night a hay crop of 10 per cent of normal. Driving through there the other day, the writer of this editorial saw one hay stack—which doesn't represent even the 10 per cent.

Consequently, unless the rancher can come up with some miracle, it still looks as though there would be very heavy marketing of cows this fall. The percentage of cows and heifers in the federally inspected slaughter has been far below normal for many years. It has to get up to 50 per cent or better to prevent further increases in total numbers, and the PRODUCER believes that time may show the cattle population of 94,700,000 for Jan. 1, 1954, is likely to be the record high for some years to come.

In many areas it is reported that hay meadows are being pastured, but this means that adjustments will have to be made in numbers at the end of the grazing season. If the government in the near future institutes a beef purchasing program similar to that employed last year, we believe the markets will be able to absorb the indicated larger runs at fairly satisfactory prices.

Annual Convention

ON JANUARY 10, 1955, the American National Cattlemen's Association will open its three-day 58th annual convention at Reno, Nev. The National has a history of capably handling important livestock problems through the years, and the coming months will doubtless continue to test its strength and alertness on behalf of its membership.

The convention will be working **for you**, mapping the protective, promotional and informational activities from which you will benefit throughout 1955. It should be a big year—and in the course of it the National will move into its own new home office build-

ing at Denver. We hope you will take a personal interest in that structure, and in the affairs generally of the association. Your attendance at the meeting to help chart the year's work is essential to you as a cattleman and to the organization which you support.

Price Supports

EVER SINCE the Eisenhower administration went into power and Ezra T. Benson took over as secretary of agriculture, the question of rigid versus flexible price supports has been constantly in the public eye. At first it was hardly thought possible that the flexible program had a chance, but as time has gone on it has become increasingly apparent that more and more people are coming to doubt the soundness of the 90 per cent rigid price support policy.

It is no longer a matter of academic argument. The facts are portrayed publicly for all to see. The tremendous surpluses of almost every supported agricultural commodity, leading to the necessity of controlling the acreage of wheat and cotton, with corn almost certain to follow next year, and the continued purchase of grain bins to store products for which no market is available, have finally caused many people to reconsider their opinions on this vital subject.

* * *

IT HAS BEEN STATED that a continuation of the 90 per cent program for a few more years would peril the entire economy of the nation—not just the agricultural economy.

One of the interesting developments in the battle is the fact that for the first time the urban vote seems to have become conscious of its strength. The House recently passed and sent to the Senate its version of a new farm program, calling for flexible supports with a minimum of 82½ per cent on basic commodities. The vote was 228 to 170.

Historically, Congress has been willing to give agriculture almost anything in reason that was asked for. The agricultural strength in Congress has been dwindling year by year as farm populations decreased in proportion to the total population. Yet, despite this fact, the same consideration seemed to be shown for agriculture. It will be too bad, not only for agriculture but for the country as a whole, if the shifting of power and the unreasoning demand for continued high rigid supports should cause the country to deal unfairly in the future with this vital industry.

* * *

FORTUNATELY for the cattle industry, it has clearly indicated that it wants no part of high rigid supports. The sentiment against them is stronger today than at any time in the past two years, when large areas of cattle producing country have been beset by serious drouth and when cattle prices declined 40 per cent or more in the markets available.

It is not just a matter of dollars with the cattle producers; it is a way of life—and the great bulk of them do not want Uncle Sam or anyone else to be telling them how to run their business. Power to them . . . may they never regret the firm stand they have taken!

The 'National' At Work

• INTERSTATE COMMERCE Commission Examiner L. H. Dishman has recommended to the ICC dismissal of petitions filed by interior Iowa packers seeking reduction in eastbound fresh meat rates. Some packers and the Denver and Omaha yard companies filed petitions on behalf of the objectives of the Iowa packers who said that percentage increases in rates increased the higher rates more than the lower rates and that this hiked fresh meat rates disproportionately. The American National, Swift & Co., USDA and others intervened also, saying that the competitive relationship is reasonable and that any reduction in fresh meat rate should be accompanied by a similar reduction percentagewise of the livestock rate.

• A BEEF BUYING PROGRAM, to start immediately, was requested in a wire sent by American National President Jay Taylor July 13 to Agriculture Secretary Ezra Benson. The National, meeting at Chicago in June with other livestock and meat groups, had recommended such a program. It is feared drouth and short hay crops may force heavy movement. Money used would come from what are called Section 32 funds—money from tariff duties. Last year the government bought about 900,000 cattle, mostly cows, the product going mainly for canned beef for school lunches.

• THE LOCAL CONVENTION committee that is readying for the American National's 58th annual convention in Reno, Nev., Jan. 10-12, is making extensive plans, including some "outstanding surprises." Chairman of the committee is Roy Bankofier, Fernley, and president of the host organizations, the Nevada Cattlemen's Association, Oren Bois, Contact, and secretary, Sam C. McMullen, Elko. . . . A hotel reservation blank will be found in this issue of the PRODUCER.

EVERYONE will be affected by the overhaul in the tax law. An early issue will carry the changes concerning cattlemen. Pending that, two important provisions are: One permits you to deduct annually money spent on conservation, up to 25 per cent of gross income. Until now it had to be capitalized and tax money could be recovered only when a place was sold. Under the other change, net operating losses can be carried back two years instead of one; it leaves the provision they can be forwarded five years to offset earning and reduce taxes in those years. A later technical

tax bill may allow applying involuntary conversion to livestock in drouth areas sold and later replaced. The National Live Stock Tax Committee has been working for these changes a long time.

• TENTATIVE DATES for the 200-man executive committee meeting of the American National have been set for Sept. 9-10 by President Jay Taylor, the gathering to be held in Denver at the Shirley-Savoy Hotel.

• MR. TAYLOR, JOHN MARBLE and Lyle Liggett represented the American National in recent conferences in Chicago, Washington and New York which established a format for fall vegetable-beef promotion, discussed in detail elsewhere in this PRODUCER. Efforts of all promotion agencies of beef producers and vegetable growers will be focused on a fall campaign to highlight beef stew, pot pies and other dishes combining beef and vegetables, which are also expected to be in heavy supply at harvest time. Vegetable growers are also expected to join beef producers in supplemental local promotion programs.

• AMERICAN NATIONAL Assistant Executive Secretary Rad Hall is in Washington with the hope of getting something done on the grazing bill which has been bogged down because of tangles in the agricultural support measure and general confusion incident to closing days of Congress.

• A LONG RANGE educational and publicity program on livestock safety and loss prevention was outlined recently by a special three-man press, radio-TV advisory committee of Livestock Conservation, Inc. Lyle Liggett, member of the committee, said the group agreed that attention to careful handling of stock was especially important in these times of low returns.

The Public . . . And You

BY
LYLE LIGGETT

NOTES ON BEEF PROMOTION

ITEM: New beef items and new "twists" on standard beef recipes are news. Editors welcome your innovations; helps them enliven food pages.

Editors like stories such as discovery that kids in some sections are substituting frozen beef consomme for popsicles and ice cream, such as development of "summertime beef stew" which is pre-cooked beef and fresh vegetables colorfully combined in aspic or chilled consomme, or such as recipes to "glamorize" new canned chopped beef.

Your ideas, of course, should be tested and verified. And your editor will prefer using your local items.



The American National is well into the distribution of 200,000 pieces of this promotional material, available either for windshields (7½x3 in.) or envelopes or other mailing material (2x1 in.). Supplied by Information Director, American National Cattlemen's Association, 515 Cooper Bldg., Denver 2, Colo.

ITEM: Error in consumption figures appearing on one state's promotional material was caught by most of the promotion committee chairmen and secretaries of states to which the material was sent in "beef kit" mailings. Shows attention to material and alertness to need for constant accuracy in contacts with public.

ITEM: Government's plentiful foods program and innumerable food production, processing and distribution associations have expressed pleasure and enthusiasm over joint efforts of beef producers and vegetable growers to move surpluses of beef and vegetables this fall. Program, which depends upon full cooperation of all stockmen, is outlined elsewhere in this PRODUCER.

ITEM: Breakfast beef (beef bacon) is apparently in distribution in most sections of the country. But newest product—beef link sausages—seems still confined to Rocky Mountains and other isolated marketing areas where local packers have adopted it. The beef links have been considered superior to beef bacon from standpoint of customer appeal, competitive price with other breakfast meats and as outlet for lower-grade beef.

All-beef wieners are being pushed in several regions with marked success.

ITEM: National Safety Council's salute to Colorado Cattlemen's Association and other states for use of safety-beef slogans, such as "Watch Your Curves—Eat Beef," was well deserved and illustrates national awareness and appreciation of stockmen's efforts to help themselves with their own initiative and ingenuity.

ITEM: Sales of American National's metal signs, "Enjoy BEEF for HEALTH," are strengthening in eastern areas as result of recent postcard promotion to breeders, feeders and commercial men in areas outside those states affiliated with the American National. Sales in western and southern areas remain at high steady rate. Sign costs \$2, including postage anywhere, and is suitable for fences, roadside buildings or tailgates of trucks.

AMERICAN CATTLE PRODUCER

Vultures, Hawks, Owls, Kites, Eagles— Raptors All

BY L. H. DOUGLAS

IN THIS CORNER SEVERAL articles have appeared bearing on the problem of controlling rodent damage to farm and ranch meadows and pastures. The emphasis has been placed on dependence on nature's creatures placed here for the purpose instead of killing these creatures without reason.

High on the list of enemies of rodents are the raptors named in the title.



These turkey vultures perched in a stark old tree live in Florida, where they were snapped by James E. Stanley of the Fish & Wildlife Service.

The vultures head the list because they have a dual role, that of preying on rodents and acting as scavengers. In the latter respect they are very important. Consider, for a minute, the sad state of affairs if the vultures did not do their job of cleaning up dead animals before they spread odors and disease.

The best known to us in the United States is the turkey vulture or turkey buzzard, *Cathartes aura*. In the southern cities and in the tropics he is held in higher esteem than farther north where decaying carcasses do not present such a problem.

The other vulture in the United States is the California condor, *Gymnogyps californianus*, a huge bird, about 5 feet long and with a wing spread of about 10 or 11 feet. Practically a duplicate of the California condor is the Andes condor of South America. These condors, vultures that they are, live mostly on carrion but that does not mean that they do not kill prey. If they are hungry enough or if carrion is scarce, they will kill prey smaller than they—rabbits, marmots, hares, and even tame or wild lambs or kids. They do not possess the long, curved, sharp claws the hawks, owls and eagles do but their long beating wings, sharp beaks, blunt claws, all combine to overcome the prey if it is not too large. Thus we see that they perform the dual purpose already mentioned. It is deplorable that they are killed and their nests robbed by thoughtless human beings to the point of near extinction of the California species. Strong efforts are being made under total legal protection to save them in California but the depredations have gone on so



Pictured in Alaska, this young bald eagle has white (bald) feathers just starting to form on the neck. Photo by V. B. Scheffer, Fish & Wildlife Service.

long it is questionable if the long trend toward extermination will not continue to the bitter end.

One question about vultures that has been the basis for discussion for a long time and will continue as long as there are vultures and people is how several of the birds can assemble so quickly at a point where a fresh carcass lies. Is it a keen sense of smell? Is it keen eyesight? Is it a sound made by the first to see the object? It is believed to be the result of keen eyesight but not directed by all of them at the object. Most ornithologists and other observers hold to the belief that they watch each other and when one sights a meal and drops toward it all others for miles around will quickly follow.

In view of the fact that in the Americas we do not have such scavengers as hyena and jackal we should favor the vultures that we may profit by the good work they do. Incidentally, while speaking of the hyena and jackal in Africa it seems appropriate to mention a vulture that works along with them, the secretary bird. While this bird is not the effective scavenger that the American turkey vulture is, it contributes its efforts in this direction. Most of its food consists of small reptiles and mammals.

THE HAWKS

There are numerous species of hawks in North America and they vary considerably in size but as a class are



Young turkey vulture (buzzard), photographed in Nebraska by W. M. Sharp of the U. S. Fish and Wildlife Service.

considered, among the raptures, to be small. The eagles and vultures are the larger ones. Two owls are larger than the largest hawks, though the owls average smaller than the hawks.

The Buteos

These rather large, soaring hawks are sometimes called buzzards even in the dictionaries. It is a poor name for any hawk. In the United States the name, buzzard, is so accepted as applying to the vultures—especially to the turkey vulture—that it is a mystery as to where the dictionaries got the basis for calling hawks buzzards. The buteos are sometimes called chicken hawks, but this also is not appropriate because they have the least tendency to prey on chickens or any of the birds, of all hawks. They are rodent killers par excellence. Watch them as they soar around over pasture, range and meadow, scarcely moving a feather of their wings. Suddenly they will drop like a plummet and seize a gopher, a squirrel, rabbit, a marmot or like kind of live food.

The buteos include, in the United States, the red-tailed hawk, *Buteo borealis*; the red-shouldered hawk, *Buteo lineatus*, and his variety (by some authorities) the red bellied hawk, *B. elegans*; the zone-tailed hawk, *Buteo abbreviatus*; Swainson's hawk, *Buteo swainsoni*; rough-legged hawk, *Buteo lagopus sancti-johannis* (the species, *B. lagopus* is in Europe); ferruginous rough-legged hawk, *Buteo regalis*.

A hawk that looks and acts like the buteo is the marsh hawk, *Circus hudsonius*. Hawks of this genus are called harriers. He can be easily identified as he soars gracefully over meadows and marshes by a rather large, round, white spot on his rump. He will keep meadow rodents in control if he is treated as he should be. The young ones, up to two years of age, are brown

in color; the adults are blue. The white patch occurs in all ages.

The Falcons, Accipiters and Goshawks

The falcons are small, swift, aggressive hawks. They are excellent rodent enemies. One of the most abundant is the prairie falcon. As his name indicates, he ranges over all the prairies west of the Mississippi. His name is *Falco mexicanus*.

The friendly little hawk of the fence-posts is the sparrow hawk, *Falco sparverius*. The field and meadow mice and grasshoppers and crickets make up most of his food. His name to the contrary notwithstanding he captures very few birds, sparrows or any other kinds.



A saw-whet owl. Of him, Photographer Geo. Tonkin, Fish & Wildlife Service, said: "With eyes closed he was not so conspicuous." The locale—Iowa.

Another falcon, not quite so desirable, is the duck hawk, *Falco peregrinus anatum*. As his name indicates, his principal food is ducks which he captures on the wing. He is aggressive and one of the swiftest of hawks.

A smaller bird than the duck hawk is the pigeon hawk. Rodents make up a larger part of his food. However, he preys on small birds to a considerable extent. His name is *Falco columbarius*.

The gyrfalcon is an arctic species, *Falco rusticolus*. It comes into the United States only rarely even in the winter. It is a large species, 23 inches long.

The Goshawk

This large, bluish-gray, fast flying hawk is one not held in favor by farmers and state game departments. The goshawks practically live on grouse and farmers' chickens. Any large bird of this size is welcome prey. The hawk is very daring and not averse to picking up a chicken in plain sight of the owner. Because of his weakness for birds he is not economically valuable as a rodent destroyer, although when his favored food is scarce he is not averse to capturing a rabbit or marmot, or any of the other larger rodents. It is said that his name is a corruption of goose hawk because of a reason already apparent. His technical name is *Astur atricapillus*.

Two near relatives of the falcons are the accipiters. Some authorities have grouped them together. In this country neither of the two accipiters is held in very favorable repute. They are the sharp shinned hawk and Cooper's hawk. Both have quite a reputation for killing too many desirable birds. Cooper's hawk, the larger of the two, has a reputation as a killer of chickens as well as song birds. Except for size, these hawks look very much alike. They are a light blue above and a light buff below. The sharp shinned's tail has a square end. The tail of the other has a round end. Both are not all bad. They kill rodents too.

The Osprey

The osprey, fish hawk or glede, as he is variously called, is truly a fish hawk. He is always found near water where he is often seen perched on the branch of an isolated tree. When a meal is desired, he will float out over the water, hover and dive, almost invariably bringing up a fish in his talons. The bird is about 24 inches long. The technical name is *Pandion haliaetus*. His color is brown above with underparts whitish. The osprey is included here because he is a hawk, not because he is important in this story.



A rough-legged hawk "on the fight." Photographed in Kansas by B. M. Taylor, Fish & Wildlife Service.

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ODUCER



"Friend or foe?" this young great horned owl might have been wondering as O. J. Murie, Fish and Wildlife Service, took the picture in Minnesota.



A tree in the Camas refuge, Idaho, holds this golden eagle at least long enough for Vernon Ekedahl of the Fish & Wildlife Service to snap him.



This sparrow hawk casts a wary look at Rex Gary Schmidt, who caught the shot of the staunch fellow standing on a tree stump in Missouri.

THE OWLS

There are numerous species of owls in the United States and adjacent countries. Most of them are nocturnal but at least four species do their hunting in the daytime. The owls do not fall into as few natural groups or genera as do the hawks and other birds and mammals. Out of 16 species considered, there were 12 different generic names and for two of these 12 there were three synonymous generic names. Ordinarily, for 16 species of birds, mammals or reptiles there would be only a few genera, say two to four. One cannot say positively that all 16 species are not sufficiently different to justify classifying them into 12 genera, but knowing the weaknesses of biologists for naming new genera and species on superficial differences, one must suspect that more of these owls should be grouped into the same genus.

For discussion of the owl species I want to try an arbitrary grouping with the idea that the reader by association of the individuals of each group will better retain any interest he has. The first group will be made up of those owls which have ear tufts—the so-called "horned" owls. The second group consists of two large northern owls. The third group is made up of large owls decidedly marked with spots or bars. The last group is made up of very small owls, none more than 10 inches long, the smallest six inches long.

The "Horned" Owls

It is believed that the great horned owl is the best known of this group, not because of its value as a farmer's or rancher's lieutenant, but because he is so destructive to man's interests. While these owls do kill large rodents

such as rabbits and marmots, they prey on too many chickens and grouse. They especially favor skunks, and from that standpoint they add to their discredit. The skunk is carnivorous and being so he uses rodents as food. Therefore, this owl is still a soundrel even if the skunk does smell. His name is *Bubo virginianus*. His call has resulted in his being called a hoot owl. He is 22 inches long.

The long-eared owl, *Asio wilsonianus*, has the longest ear-tufts. He is 15 inches long.

The short-eared owl, *Asio flammeus*, is an excellent rodent reducer. He is 16 inches long. His ear-tufts are shorter than those of the preceding but not the shortest.

The screech owl, *Otus asio*, is often called the little horned owl. There are two color phases, red and gray with black and white markings. They are friendly scamps and when tamed become good pets and very effective mousers and ratters. They are about 10 inches long.

Another "horned" owl is the flammeated screech owl, *Otis flammeolus*. It has the shortest ear-tufts of all in this group. The range is in southwestern United States.

The Northern Owls

The two northern owls mentioned summer in the Arctic Circle and come into the northern part of the United States in winter. The great gray owl, *Scotiaptex nebulosa*, is 27 inches long. The snowy owl, *Nyctea scandiaca*, in northern Europe and Asia and *Nyctea nyctea* in North America. He is 25 inches long. He hunts in the daytime.

Spotted and Barred Owls

These owls are of medium size, from 15 to 20 inches long. The barn owl

is one of the most widespread of all bird species, ranging over most of the world. His name is *Tyto alba*. Most American technicians classify him as a variety, *T. a. pratincola*. He is rather rare in the northern states. He is 18 inches long and of a brownish white color. Sometimes he is called monkey-faced owl. Around barns, sheds, towers, etc., he does good work on rats, mice, ground squirrels.

The spotted owl and the barred owl are very similar in appearance but the spotted owl, *Strix occidentalis*, is larger—20 inches long. The barred owl, *Strix varia*, is 15 inches long. He stays more to the southern and eastern states while the spotted species is more a western bird.

The remaining owl of this group is the hawk owl, *Surnia ulula caparoch*. The species ranges in Europe. This variety is strictly American. It hunts in the daytime, and is barred and mottled, gray and black. It is 15 inches long. Its food is rodents and small birds.

The Little Owls

This last group is made up of the diminutives. They are all from 6 to 8 inches except two, which are 10 inches long.

The smallest is the elf owl, *Microtus whitneyi*, 6 inches long. They feed on insects mostly but are not averse to capturing a field mouse or mole or similarly small-sized rodent.

The pygmy owl, *Glaucidium gnoma*, and the ferruginous pygmy owl, *Glaucidium phalaenoides*, are the same size—7 inches long. They feed on insects, small rodents and small birds. Both hunt in the daytime.

The saw whet owl or Acadian owl, *Cryptoglaux acadia*, is called saw-whet because of the sound it makes. It is 8 inches long. It is more sensitive to

bright sunlight than most owls and can see so poorly in daytime that it is often captured by hand while roosting in trees. It is a brownish gray with white markings.

The Richardson owl is another species of the same genus as the Acadian but a little larger, 10 inches. It has darker gray in its coloration.

The last in the group is the well known burrowing owl of the prairie dog town. It occupies the holes abandoned by the prairie dogs or other mammals. In South America on the pampas it uses the holes of the viscacha, armadillo or large lizards. It digs its own burrows if necessary. The fantastic stories of prairie dogs, rattlesnakes and these owls living in perfect amity are figments of lucid imaginations. The owl eats the prairie dogs and leaves a burrow at any time a rattlesnake indicates he wants it. He uses the prairie dogs for food, too.

The outstanding consideration in protecting particularly hawks and owls is that the larger birds prey on large, medium and small rodents and the small ones prey on the smaller rodents and larger insects. Since most of the owls hunt at night and the hawks in daytime a 24-hour protection of the farmer and rancher property is set up. The valuable raptures should be guarded with zeal and enthusiasm, not merely accepted and neglected.

THE KITES

There are only two kites in the United States, the white-tailed and the swallow-tail. The former is *Elanus leucurus*; the latter is *Elanoides forficatus*. The white-tailed is 16 inches long, the swallow-tail is 24 inches long. They are very graceful birds. They feed on insects, reptiles, small mammals and small birds. They are not averse to eating carrion.

THE EAGLES

We have two of these great birds in the United States. Notwithstanding the fact that one of them, the bald eagle (*Haliaetus leucacephalus*) is our national symbol, he is not important as a rodent destroyer. He lives almost entirely on fish, most of which he robs the hard working fish hawk to get. Like the sneak that he is, he waits until the osprey rises from the water with a fish. He attacks the osprey in the air. The osprey is forced to drop the fish, which the eagle will seize while it is still in the air.

The bald eagle is about 34 inches in maximum body length. In wingspread it is the same as the golden eagle, 9 feet.

The golden eagle, *Aquila chrysaetos*, is not a fish eater, and therefore is more valuable as a rodent destroyer. It feeds on the larger rodents and small birds. The extravagant stories about eagles carrying off small children are without foundation. They cannot lift more than 10 pounds. They do, how-

ever, carry off newly-born lambs and kids of the mountain sheep and mountain goats. These large birds measure right at 3 feet in body and 8 to 9 feet in wing spread. The golden eagle was known to the American Indians as the war bird.

The golden eagle is about 35 inches in length of body and has a wingspread of about 9 feet.

* * *

It is hoped that this article has made a case for the raptures. They are very important economically and the tendency for almost everyone to target-practice on them is nothing short of criminal. Every rancher and farmer should make it his business to speak up in defense of the raptures at every opportunity, in this way carrying on a constant educational campaign. Schools should emphasize the need for their protection. The annual slaughter of all the enemies of the rodents is nothing short of a national disgrace.

Fall Beef Publicity Timetable Laid Out

OPPORTUNITIES FOR FULL CO-operation of all stockmen are offered in special beef promotion plans outlined for this fall.

A series of recent conferences with allied industries resulted in the establishment of a "timetable" for emphasis on various beef cuts and dishes during the height of the expected heavy fall supply.

The timetable establishes separate double weekend periods for promotion of beef and vegetable combinations, ground beef, roasts, and for additional emphasis on such new products as all-beef wieners, breakfast beef, beef-link sausages and canned chopped beef.

Working with the American National and its affiliated associations will be a wide variety of agencies, trade associations and firms in the "beef team."

A special promotion period early in October would, for the first time, coordinate the activities of vegetable growers and distributors with those of the beef industry. Heavy market supplies of beef and of fresh vegetables, particularly potatoes, onions and carrots, are expected to coincide. Marketing experts predict that vegetables will need extra merchandising efforts at that time, too.

This special period has been given the title "Beef Stew Time," but promotion organizers emphasize that all dishes which feature vegetables with beef will be promoted with "hearty beef stews" as a featured item.

Kickoff meeting for the coordinated fall promotion program was held in Chicago in mid-July with American National President Jay Taylor and the marketing committee chairman,

John M. Marble taking the lead in the session attended by representatives from leading food distribution and restaurant associations.

The timetable was established by this group. It calls for promotion until Sept. 30 of new products and those beef cuts particularly suited to warm weather. The double-weekend period of Sept. 30 to Oct. 9 would receive emphasis on beef stew, beef pot pie and other beef-vegetable combinations.

Ground beef will receive promotional attention during the Oct. 14-23 period as it will from Nov. 11 to Nov. 20. Roasts of all kinds will be heavily merchandised between Oct. 28 and Nov. 6. Beef-vegetable dishes are expected to receive promotion in all periods.

Food distribution experts and promotion specialists pointed out that much overlapping of "target dates" is expected because of varied situations of local supply, demand and weather.

Specific promotion plans were outlined at later meetings in New York and Washington. On hand were advertising and publicity representatives of such agencies as the American Meat Institute, the National Live Stock and Meat Board, the United Fresh Fruit and Vegetable Association, the American National and the Department of Agriculture's plentiful foods program.

All agencies will direct their publicity, merchandising and advertising at the items in the timetable with co-ordination delegated to the American National.

Nat'l to Coordinate Publicity

National promotion specialists are especially interested in dovetailing publicity and merchandising plans with the activities of local stockmen promotion groups. They pointed out that local cooperation will lend particular emphasis to the efforts of local beef distributors who will be furnished special merchandising material through various national trade associations.

They also indicated that all efforts would be made to coordinate national newspaper, radio and TV publicity with local merchandising and publicity plans.

Special kits of material are being prepared. The American National's information office will distribute them widely among stockmen who can focus local campaigns on events and items of the national timetable for maximum effectiveness.

Support for the combined vegetable-beef promotion and for the entire fall campaign has been assured from all major segments of the "beef team" of producers, packers, distributors and cattle and beef marketing agencies. Other groups will also cooperate.

When advised of the plan, Agriculture Secretary Ezra T. Benson pledged full support and saluted the beef and vegetable industries for their "initiative in finding further solutions to their marketing problems."

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RESEARCH ROUNDUP

NEW CRESTED WHEATGRASS

Nordan, a superior new variety of crested wheatgrass, has been released to northern Great Plains seed growers by the USDA and North Dakota experiment station. It is adapted to the Dakotas, Montana, eastern Wyoming and northern Nebraska and being tested farther west. It is superior to commercial standard wheatgrass. The latter is a mixture of many strains of widely varying quality, but Nordan is a uniform, pure single strain, the best found so far. It is noted for vigor and strong first-year growth of the seedlings in the severe northern Great Plains.

PLUM ISLAND WORK STARTS

USDA scientists have begun intensive studies at the Plum Island Animal Disease Laboratory to learn more about some of the most destructive diseases known to livestock—those caused by the vesicular viruses, among them foot-and-mouth disease. The research is in facilities made available by the Army Chemical Corps of the Department of Defense on Plum Island.

SALT RATIONS PROTEIN

The Oklahoma experiment station has worked a good deal on rationing protein with salt. It was found that loose salt, with cottonseed meal or meal-grain mixtures, holds daily consumption to the desired level. "The animals simply stop eating when they have consumed all the salt they can assimilate each day," says E. H. McIlvaine who worked closely with the late Dave Savage at the station. The research showed that the required proportion of salt to meal varied with age and weight of animals (see pictograph),

quantity and quality of range forage available, length of feeding period, and the amount of meal intended for daily consumption. Quantities of salt for different weight classes of steers and breeding cows had to be increased slightly during the winter, when the animals developed a greater tolerance for salt. Mr. McIlvaine suggests there should be enough bunk space so that half the cattle, or more, can eat at one time. Range feeders find a salt-meal mixture helps train calves to eat supplements, and bunks can be placed long distances from water to encourage animals to graze equally over the range.

CATTLE STUDIES IN IDAHO

Beef cattle industry experiment work at the University of Idaho falls into five kinds, according to Dr. C. F. Sierk, head of the department of animal husbandry. It is (1) the improvement of beef cattle through the application of breeding methods; (2) concentrate-to-hay ratios for growing and fattening calves; (3) steer feeding investigations; (4) evaluation of range improvement practices in Idaho, and (5) the evaluation of effects of supplemental sprinkler irrigation and type of legumes on the productivity of standard mixture and quackgrass pastures on northern Idaho cutover land.

FERN "POISONING"

Oregon State College in its quarterly, "Oregon's Agricultural Progress," reporting on "fern poisoning" in the Alsea Valley of western Oregon where many cattle died, said they were listless, had high temperatures, and blood oozed from their mouths and noses, indicating internal bleeding. The college's chemists figure that too much fern feeding probably killed these cattle,

but they weren't "poisoned." Chemist J. R. Haag of the College thinks the vitamin B₁ destroying enzyme of fern may largely answer the question of what causes fern "poisoning" when it is answered. The researchers say the best thing is to prevent the "poisoning," and that means preventing overgrazing. Feeding trials show that it takes a heavy fern diet from one to three months to bring on "fern poisoning" symptoms. Best prevention is to get animals to better pasture or provide hay if you notice them eating fern.

FEEDING SUGAR

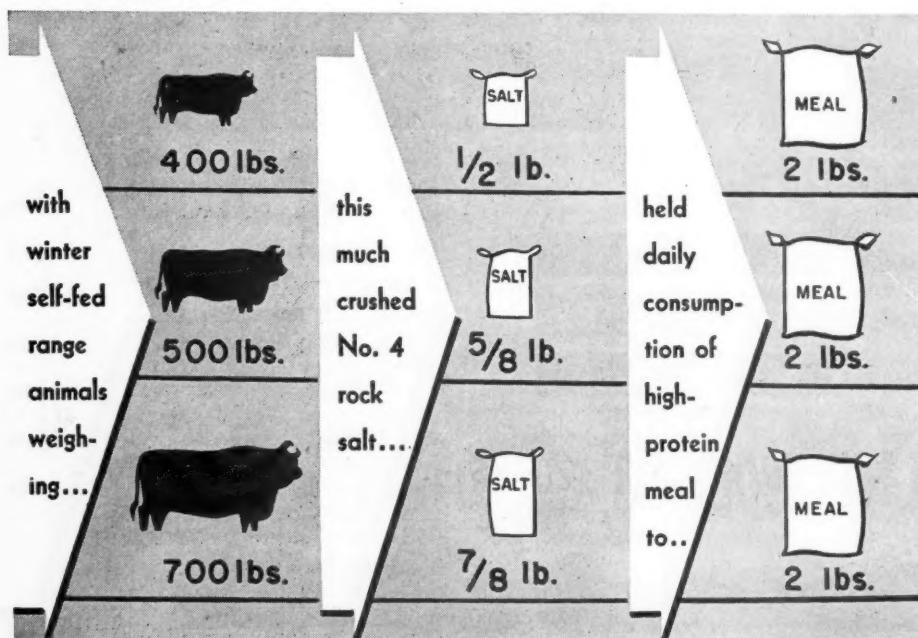
Lorin E. Harris, nutrition expert at Utah State Agricultural College, says his department has done considerable preliminary work in the feeding of sugar just prior to slaughter. He says "in general our results show that when you feed about 2 pounds sugar for three days prior to slaughter to 900-pound steers you can increase the dressing percentage about 1 per cent, increase weight of the liver and improve flavor and quality of the liver when cooked. There will probably be less dark-cutting beef and the glycogen content of the muscle will be increased." In the case of yearling steers he recommends 1 1/4 pounds of sugar fed for three days prior to slaughter and that slaughter be in the morning after the sugar is fed.

ALFALFA FOR FATTENING

Verle R. Bohman, animal nutritionist, University of Nevada, says steers will gain from two to three pounds a day using legume hay and a limited amount of concentrates. He says tests have shown that animals fed good quality alfalfa hay with a simple concentrate mixture of a third each of wheat, barley and beet pulp, plus 2 per cent bonemeal and salt produced gains that usually require much more concentrate. Alfalfa provided three-fourths of the total feed consumed.

YEAR'S WORK ON TALLOW

The National Renderers Association has a report on results of the first year's work in tallow and grease research it has sponsored with the USDA and the Eastern Utilization Research Branch in Philadelphia. Principal accomplishments, says the report, were (1) preparation of emulsions of copolymers of vinyl acetate with vinyl stearate; these materials have aroused considerable industrial interest for use in water base paints (the room I painted turned out swell—Ed.), and preparation and evaluation of vinyl epoxystearate as both an internal stabilizer and internal plasticizer for use with vinyl type plastics. Frank Wise, secretary of the National Renderers group, said arrangements have been made by the association to continue the project for another year.



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He knows it's good...



and that helps your business!

It's a good thing for livestock producers that franks and other varieties of sausage are so well liked. Of the approximately 150 pounds per capita consumption of meat in this country, twenty-three pounds or 1/7, is in the form of sausage. And the meat used in sausage, while just as nourishing as fine cuts, could not be sold as steaks or roasts. It does not lend itself to merchandising in these forms.

So, sausage provides an important way to sell beef and pork, and, in this way, adds value to the livestock you raise.

Armour and Company makes *more than one hundred and fifty* varieties of fresh, smoked and dry sausage. And in making these sausage varieties, Armour performs many services to please consumers. Armour Star Franks, the most popular of the Armour Sausage Line, and Armour Star Pork Sausage are made *fresh daily* at sausage kitchens near where they are sold. This not only assures freshness but enables Armour to season the franks to please local tastes.

Armour, in performing services like this, helps you. That's because good service and good quality make *steady* customers. And steady customers for Armour products are steady customers for products made from livestock you raise. Just to see why Armour has *so many* steady customers, try one of these fine foods yourself—soon!



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FINISHING FOR MARKET

A progress report on three years' work at the Mississippi experimental station concerns getting steers to the desired market finish. In summary: grass is still the most economical feed. High quality steers grading high commercial to low good can be pushed into choice with 75 to 90 days' feed. Shorter feeding won't raise the grades to choice. Gains above choice are expensive. Steers taken off grass in June or July and fed for 90 days reach the market when price is normally best. High quality steers are essential in any feeding. Low quality is best marketed off grass.

BLUETONGUE VACCINE

Bluetongue, a disease principally of sheep, is bowing to a new vaccine being distributed this summer by four laboratories, including Cutter and Lederle. The vaccine was developed cooperatively by the USDA's agricultural research service, the state of California and private industry. First identified in Africa, bluetongue was first diagnosed in this country early in 1953; it has been discovered officially in Arizona, California and Texas, and reported in New Mexico and Utah.

NEW MEAT INDUSTRY LAB

The University of Nebraska College of Agriculture has a new meat industry laboratory. Most sections of the structure are in active use but the main research laboratory is not yet fully equipped. Built strictly as a research and teaching facility, dedication took place May 14.

NEW GRUB WEAPONS

Cattle grubs may be in for trouble with discovery that phosphorus insecticides, injected under the skin or fed to the animal, killed cattle grubs for as long as three weeks following treatment at the USDA's Kerrville, Tex., laboratory. Not yet known is the effect of continued use of such chemicals on the animals themselves or meat or milk. Scientists hope the phosphate insecticide residues will disappear rapidly from animals as they do when used on plants or insect control. Reported results are preliminary; research will continue.

HORMONE BOOSTS GAINS

Dr. Wise Burroughs, animal feeding specialist at Iowa State College, has compared rations with the hormone, diethylstilbestrol, with the same rations without the hormone with these results: (1) Boosted gains 19 per cent; (2) boosted appetite 5 per cent (3) cut feed consumption per pound of gain 11 per cent, and (4) cut feed costs per pound of gain 11 per cent. Carcasses of the same quality and grade were produced with the hormone ration. College specialists warn that hormone feeding is still considered experimental, though some feeders are trying it.

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Harry Blair, 1225 Davenport, Sturgis, S. D., pres.
W. M. Rasmussen, Box 1148, Rapid City, S. D., secy.

TEXAS & SOUTHWESTERN CATTLE RAISERS ASSN.

Roy Parks, Box 114, Midland, Tex., pres.
Henry Bell, 410 E. Weatherford, Ft. Worth, Tex., secy.

UTAH CATTLE & HORSE GROWERS ASSN.

J. Wells Robins, Scipio, Utah, pres.
Edward S. Crawford, 412-A State Capitol Bldg., Salt Lake City, Utah, secy.

WASHINGTON CATTLEMEN'S ASSN.

W. M. Fancher, Tonasket, Wash., pres.
J. K. "Pat" Ford, 120 W. 6th Ave., Ellensburg, Wash., secy.

WYOMING STOCK GROWERS ASSN.

Clifford Hansen, Jackson, Wyo., pres.
Robert Hanesworth, 1605 Central Ave., Cheyenne, Wyo., secy.

Taylor Urges Cooperation In Promoting Beef

Every branch of agriculture can benefit by cooperating towards efficient merchandising of seasonal and temporary surpluses of many foods. Jay Taylor, president of the American National, so told the convention of the Western Farm Economics Association at Estes Park, Colo., late last month.

"No part of agriculture, business or industry," said he, "escapes the ill effects of unusually low prices for any food item. When beef prices, for instance, are low, many other products feel a 'chain reaction' in the highly competitive food market."

Mr. Taylor cited plans of beef and vegetable growers, processors and distributors to combine forces for a promotion campaign this fall.

He pointed to this plan as an example of the cooperatives activities open to all growers of food, whereunder the public would get full benefit of abundant farm production made available through normal marketing channels at reasonable prices "which will also encourage steady, efficient production."

The presidents of the nation's airlines and railroads were urged this month to place special emphasis on beef on their in-flight meal service or dining car menus.

American National President Jay Taylor, in a personal letter to each executive, pointed out that food-service economy could be achieved by featuring the "thrifty dishes" which would also serve to alleviate some of this fall's expected market pressure.

He emphasized that cattlemen were seeking full cooperation in getting more beef into consumption rather than into surplus storage or supports.

Popular Dish

Each of us consumes about 5½ tons of grass a year—enough, in baled form, to fill about two rooms in the average-sized home.

Not grass as such, of course. This figure refers to grass and legumes used to feed the livestock that produces so many items for us. We eat hay, silage, and pasture in the form of milk, cheese, ice cream, and steaks. We wear it as shoes, sweaters, socks, and suits.

If our billion-acre grasslands were suddenly taken away, we'd have only one-third the milk, one-fourth the beef, one tenth the lamb and mutton we now have. There'd be much less leather and wool.

Grass does other things. It softens floods; reduces the cleaning of ditches, rivers, and harbors; helps lessen the effect of drought.

Each of us, as citizen and taxpayer, has a stake in grass. Fully used, properly handled, it can do even more for us.—Agricultural Research Service.

The Market Picture

OLD MAN WEATHER SEEMED TO hold the fate of the cattle market at practically every turn of the road by late July. Not only from the standpoint of forcing cattle to market from dried-out areas to pile up tonnage of beef, but also the extreme heat at major consuming centers, discouraging the public's appetite for hearty meals.

During the week ended July 17, beef production reached the highest levels of the summer season. Slaughter of cattle that week under federal inspection reached 386,000 head—an increase of 11 per cent over last year. At the same time, veal and calf slaughter reached 159,000 head—an increase of 18 per cent over last year. Thus, some 545,000 head of cattle and calves were slaughtered.

Persistent intense heat waves over much of the western Plains, central and eastern part of the country were gradually pulling the normal marketing pattern of cattle into an extremely unbalanced condition. In the western Plains, particularly in southern Wyoming and much of Colorado, early drouth forced the movement of large numbers of cows in late June and July, many of which would normally not be marketed until late fall.

Some Liquidation

In many cases, cow and calf pairs were liquidated, with new crop calves often going to killer buyers for lack of stocker buyer competition. In other areas of the western Plains, and even in some locations in the Corn Belt, lack of stock water was forcing back on the markets stocker and feeder cattle intended to be grazed until fall.

While early prospects in the Corn Belt were excellent for a corn crop, by late July lack of rainfall was seriously threatening crops in that area. And even in the range feed areas of Montana, Dakota and Nebraska, which have been for the most part in lush condition all summer, the intense heat was taking its effect. In much of Colorado and southern Wyoming, hay supplies are expected to be cut sharply, some areas expecting to harvest as little as 10 per cent of normal hay crop—the "bread and butter" for wintering carried over stock.

In a good many cases, growers faced with cutting down of cattle numbers due to lack of feed chose to sell off cows and hold on to younger stock which would take less feed per head. Thus, cow numbers reaching markets present perhaps more of a current problem than any other class.

Slaughter of cows under federal inspection for the first five months of

this year have increased some 34 per cent over last year, with heifer slaughter up 29 per cent. In recent weeks, some terminal markets have handled as much as three or four times the number of normal years.

Thus a series of slumping markets have placed cow prices very close to the low time of a year ago when the government became active in a beef purchasing program. Declines of \$2 to \$3 per cwt. have not been uncommon in cow prices the past month, particularly in canners and cutters, which have slipped to a bracket of around \$6 to \$9, with some southwestern markets reporting as low as \$5 and occasionally under. Beef cows dropped to a range of \$9 to \$12 for the most part, some southwestern markets as low as \$8. Only a few select loads of smooth high yielding cows have been able to reach around \$12.50 to \$13.

The one thread of encouragement, in the long-term outlook, from this extensive slaughter of cows, is the possibility that breeding stock may be cut this year to the point that perhaps cattle numbers may be checked from further increases.

Long-feds Hold

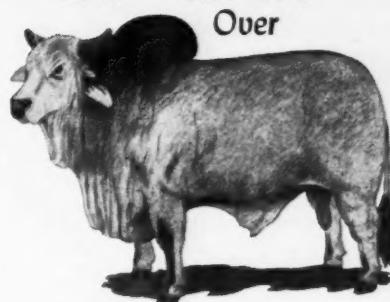
Of course cows have not been the only livestock to suffer sharp declines the past month. In fact, definitely choice long-fed steers are about the only class anywhere near holding its own these days. Even long-fed heifers have taken a pounding of \$1 to \$1.50 per cwt. Vealers and slaughter calves have dropped as much as \$2 to \$3. Stock cattle have suffered declines of \$1 to \$2, with some light stock calves and heifers \$3 off.

In other species of livestock, we find declines of \$2 to \$3 in fat lambs, with ewes and feeding lambs \$1 to \$2 off. Hogs slipped around \$1 to \$1.50 the past month. Current prices reflect cattle selling around \$4 below parity, lambs about \$3 under parity, and hogs have lost their lucrative margin, now only about \$1 over parity. Perhaps the margin on hogs may be short-lived, since government estimates show a 13 per cent increase in the spring pig crop to be marketed this fall and winter.

Neither can much encouragement be found in the latest government survey of cattle on feed which reflects a 5 per cent increase in numbers on feed throughout the country, compared to a year ago. This could easily be expected, however, since in-shipments to the Corn Belt during the first six months of 1954 reflected a 26 per cent increase over last year.

One interesting feature can be found in marketing intentions of current cattle on feed; that is, that producers expect to market a larger share of their numbers in July and a proportionately smaller share in August and September, compared with last year.

Look This One Over



What Do You See Here
That Your Herd Needs?

- More Weight at weaning and maturity
- Thriftiness: Determination to survive on sparse range—Ability to fatten on fair pasture
- Hardiness: Proven resistance to pink eye, cancer eye, anaplasmosis, lumpy-jaw
- Heat Tolerance: Ability to produce milk and make growth in summer's heat
- Laboratory Tested for beef production

ABBA can supply you with birth-to-weaning figures on 1294 Brahman crossbred calves.

AMERICAN BRAHMAN
BREEDERS ASSOCIATION

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HAPPY MAN

The man who lives within his income lives without worry—and a lot of other things.

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EXTRA LETTERS OR FIGURES - 25¢ EA.

Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.25, postpaid.

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NECK CHAINS

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners.
4. Priced reasonable.



Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser.

—Write for it.

BREEDERS SUPPLY CO. COUNCIL BLUFFS, IOWA

Price Round-up

Still finding a fairly reliable outlet are definitely choice dry-fed steers, bringing \$21.50 to \$24.50, with high choice and prime loads occasionally \$25 to \$26.25, latter price at Chicago. Shortfed and lightweight yearling steers are numerous selling at \$18 to \$20. In fact, the supply of such cattle has been so large that buyers show preference for wighty steers and also

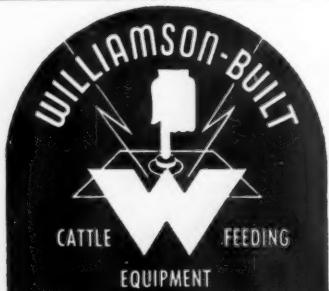
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O&R Super Quality Show Halters. Hand Tooled Oak Tanned Russet Leather. Craftsmanship Finished. Double and Stitched Nose Band and Cheeks. Bright Nickel Plated Buckles, Rings and Lead Chains. Yellow Latigo-Leads. The leather you love to touch. More pliable than strap or skirting and has greater tensile strength. O&R Halters have always been first choice with 4-H Club Members throughout the U. S. for many years. First time available in 3 sizes, plus a factory-to-you policy, eliminates middleman's profit. You get the savings.

No. 20, $\frac{3}{8}$ " Calf with 1"x6"	
Latigo Lead	4.95
No. 21, 1" Heifer with	
1"x6" Latigo Lead	5.50
No. 205, $1\frac{1}{2}$ " Baby Beef or Cow with	
$1\frac{1}{8}$ "x6 $\frac{1}{2}$ ", Latigo Lead	5.95
No. 404, $1\frac{1}{4}$ " Bull with $1\frac{1}{8}$ "x6 $\frac{1}{2}$ " Latigo	
Lead	6.95

POSTPAID. Money order or check with order

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JOHN W. WILLIAMSON & SONS, INC.
1545 SOUTH GREENWOOD AVENUE
MONTEBELLO, CALIF. PHONE UNION 8-2121

Angus heifers make SUPERIOR MOTHERS

Less calving trouble

Angus heifers have less calving trouble, for Angus calves have smaller, polled-shaped heads. Gives you more calves to sell.

Give more milk

Angus cows are alert, aggressive mothers . . . provide more milk for their calves. Gives you bigger calves to sell. Be ahead! Build an Angus herd! Buy Black heifers!

American Angus Assn., Chicago 9, Ill.

WHEATLAND RANCH

Aberdeen-Angus Breeding Stock For Sale

James B. Hollinger Chapman, Kan.

frequently pass up heifers for the same reason, wanting heavier carcasses.

Choice fed heifers have sold at \$20 to \$22.50, very few choice to prime kinds making \$23 to \$24, these generally heavy heifers up to 1,000 pounds or better, with commercial and good heifers numerous at \$14 to \$18.50.

Good to choice stocker and feeder steers finding rather slow outlet at \$15 to \$20.50, occasionally a load of fleshy steers with weight up to 1,000 pounds or better reaching \$21. Good and choice stock heifers \$14 to \$17.50, with medium quality heifers especially lightweights, having to sell down to \$10 or under.

Rather narrow demand for medium to good stock cows at \$8.50 to \$10.50 per cwt., with cow and calf pairs of medium and good quality \$100 to \$130 per round.

Fall contracting of stock cattle has been rather quiet in recent weeks, but the limited deals reports still reflect much more confidence in the future than current delivery prices.

Good and choice steers for fall delivery have ranged \$17.50 to \$19.50, with occasional outstanding yearlings to \$20. Steer calves have been reported at \$18 to \$20, instances of reputation strings reaching \$21 to \$22, fall delivery. Heifers and heifer calves were generally in a range of \$15 to \$18.—C.W.

controls over the cattle industry. . . . Approval of government purchase of beef for foreign aid instead of direct dollar assistance. . . . Endorsement of an amendment to the Reciprocal Trade Act referred to as Provision 22.

About 60 cattlemen from the San Luis Valley, Colorado, met in Alamosa in mid-July. The group reaffirmed resolutions adopted by the Colorado Cattlemen's Association which called for a study into packer cattle feeding, expansion of research, protest of the gross ton mile tax on trucks, discontinuation of plowing up of native sod, lower freight rates, definite calf identification at markets, continuation of the "buy American" program and opposition to social security for agriculture.

A CCA resolution asking for a government cow-buying program with a floor of 12 cents was passed by the San Luis Valley Cattlemen's Association members but amended to call for a cattle buying program similar to last year's without mention of a minimum price. Executive Secretary of the American National, F. E. Mollin, and the PRODUCER editor spoke to the group.

Elected to head the group was Wade Peterson, La Jara, succeeding Gerald Greenman, Ft. Garland, Melvin Coleman, Saguache, vice-president. Stanley Knapp, Alamosa, was named secretary.

A good representation of cowmen and their ladies turned out for the general spring meeting of the Inter-County Livestock Association in Wolf Creek, Mont., some weeks ago. New officers were elected: Edgar Brown, succeeding Richard Mosher as president; Bob Myles, vice-president, and three new directors to bring the roster to 10. F. E. Rittel is the secretary.

A CowBelle organization was formed, with 13 ladies joining. Mrs. J. F. Rittel was named president; Mrs. A. P. Burggraft, vice-president; Mrs. Edgar Brown, secretary.

G. R. Milburn, Grassrange stockman and former head of the state stockgrowers, was a speaker, as was Ralph Miracle, the Montana group's new secretary.

ASSN. NOTES

Officers elected by the Arkansas Cattlemen's Association at its recent meeting are: H. F. Techmeyer, Scranton, president (re-election); J. V. Criner, Russellville, vice-president; Clyde E. Byrd, Little Rock, executive secretary-treasurer.

The following resolutions were adopted by the group: A request that Agriculture Secretary Benson use Section 32 funds to start immediate beef buying to relieve market conditions caused by grass and crop damage over a wide area and subsequent forcing of cattle to market. . . . Opposition to government price supports and federal



Beef promotion material being handed out at the recent summer meeting of the Florida Cattlemen's Association.

AMERICAN CATTLE PRODUCER

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Trade

UP AND AT 'EM

Don't let one failure discourage you—the down and out today may be up and in tomorrow.

Local Florida meetings in recent weeks have included: **Levy County**, where Etta Usher was elected president. . . . **Marion County**, which held a quarterly meeting at Dunnellon and heard the state association president, Ben Hill Griffin, Jr., of Frostproof, speak. . . . **Manatee County**, meeting at Palmetto and listening to a discussion of pastures and forage crops. . . . **Union County**, which met in Lake Butler and heard a talk on feedlot operations. . . . **Polk County**, where the speaker was Dr. W. G. Kirk of the range cattle experiment station at Ona. . . . **Lucie County**, where a mid-meeting rain forced postponement of elections for which more than 100 cattlemen and their families were present. . . . **Hillsborough County**, which sponsored a recent pasture tour in the Ruskin area.

Distribution is being completed of 16x12 cardboard posters telling of the voluntary beef promotion assessment voted by the Washington Cattlemen's Association.

Secretary J. K. "Pat" Ford reports that distribution is being made by stockmen to the auction yards and central markets throughout Washington and in adjoining states where Washington cattle are also marketed.

The weather-treated posters explain the program and the 5-cent-per-head assessment, asking consignors to request their marketing agencies to deduct the 5 cents for them. Two cents will continue to go to the National Live Stock and Meat Board, with the remaining 3 cents per head to go into a fund administered by the Washington association.

Mr. Ford's office also has had rubber stamps made up and distributed to each commission firm, yard office and auction market to record and explain the deduction on each account of

sale. The stamp explains that any deduction will be refunded within 60 days on objection of the consignor.

The executive committee of the **Oklahoma Cattlemen's Association**, in emergency session, has adopted a resolution urging immediate purchase of canner, cutter and utility grades of beef for school lunch, institutional and foreign aid programs, at a minimum of 12 cents a pound. In another resolution, Agriculture Secretary Benson was urged also to make available CCC surplus feed at drouth prices. Oklahoma pastures and forage crops were reported seriously deteriorated.

MONTANA LOCAL MEETINGS: The **Western Montana Stockmen's Association** met at Hot Springs recently and elected John Welch, president; Leon Melton, vice-president; Walter Rau, secretary-treasurer. John Rhone is the retiring president. . . . The **Inter-county Livestock Association** held its annual meeting at Wolf Creek, Mont., with a featured talk by Jack Milburn, former head of the state stockgrowers. Edgar Brown of East Helena was later elected president of the Intercounty group; Bob Myles of Louisville became vice-president, and Emil Rittel of Wolf Creek the secretary. . . . The semi-annual meeting of the **Meagher County Livestock Association** took place at White Sulphur Springs; a number of speakers were featured. . . . The **Judith Basin Stockgrowers' convention** was held at Stanford, and incumbent officers were re-elected: Albert Kochivar, president; Allen Nelson, secretary-treasurer.

Ed Coles, former livestock marketing specialist with the Oregon State College extension service at Corvallis, has been named executive secretary of the **Oregon Cattlemen's Association**. He is a veteran of the war in the South Pacific and a 1949 graduate of Oregon State College.

A new group, to be known as the **Maryland Beef Producers, Inc.**, has been formed by commercial and pure-

bred breeders of the three major breeds of beef cattle; objective is the promotion of the industry in the state. An important first step will be participation in the second annual Maryland feeder calf sale and grading demonstration, to be held Oct. 16. Sale facilities are being constructed at West Friendship, Md.

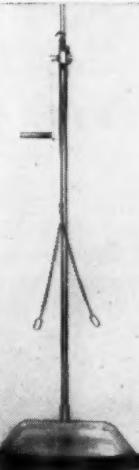
The Texas and Southwestern Cattle

MILKING SHORTHORN'S 2-WAY BARGAINING POWER BRINGS GREATER PROFITS UNDER ALL CONDITIONS!

When times are good, farmers make good profits with Milking Shorthorns. When times are tough, you STILL make nice profits. That's true because, even if beef and milk are in over-supply and prices drop on both, you still have both barrels loaded! You have 50% more bargaining power than specialists. Under AVERAGE farming conditions, Milking Shorthorns will give more profit because they convert home-grown feeds and roughage into meat, milk, and butterfat most economically. Get the interesting, indisputable facts about DUAL-PURPOSE Milking Shorthorns. Either subscribe to Milking Shorthorn Journal, 6 months, \$1.00; \$2.00 per yr.; 3 yrs., \$5.00; or write for FREE Details.

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ECONOMY FETAL EXTRACTOR (CALF PULLER)



Detachable power head for fence stretcher, hoist, winch. Light weight, durable, powerful. Low priced, \$22.50; instructions. Postage extra (ship. wt. 16 lbs.). See your nearest dealer. If not available order direct from factory. Free catalog.

DEALERS WANTED

M-T SPRAYER CO.
Livestock Supplies
P.O. Box 7877
Denver 15, Colorado

Officers and Directors of Idaho Cattlemen's Association

L. to r.: George C. Miller, Mackay; Walter Schodde, Burley, vice-president; Milford Vaught, vice-president, Bruneau; Van Ness Walentine, president, Paris; Seth Burstedt, past president, Challis; Geo. Bentz, Whitebird, and W. D. Taylor, Burley. Rear: Lyman J. Ipsen, Malad; Grover C. Hogan, Grace; G. B. Wilson, Culdesac; Harold Snow, Moscow; John W. Snook, Salmon; Richard Gabica, Nampa; Sumner Holbrook, Ola, and Roy Mink, Gooding.

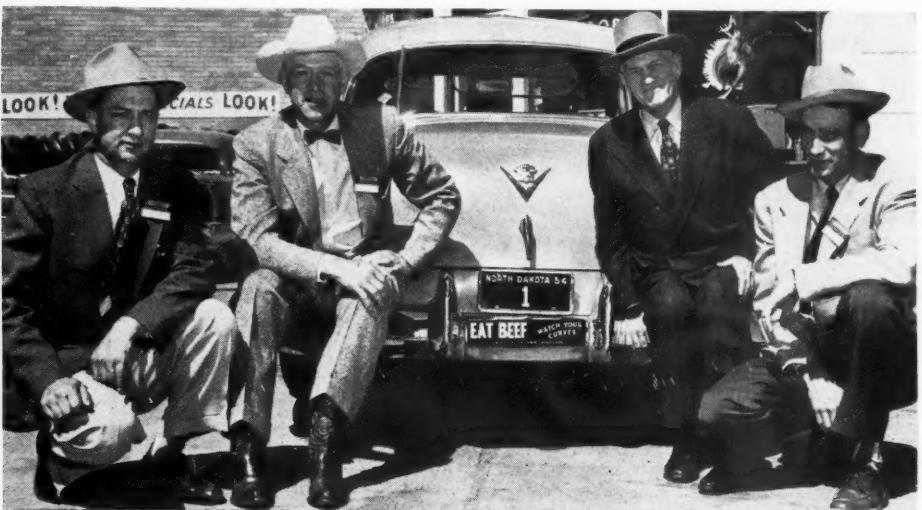


Raisers Association and Texas Sheep and Wool Growers Association told a Senate judiciary subcommittee the bills to outlaw hiring of Mexican laborers illegally in the U.S. are not practical.

A number of members of the Colorado Cattlemen's Association asked the state game and fish commission to postpone the big game season this year because of the drouth and need for high country grazing.

Representatives of the Montana Stockgrowers Association and Montana Livestock Markets Association met in Helena to work out final details of plans for a proposed Montana Beef Council to promote sales of beef.

A subcommittee to draw up recommendations for further development of Vermont's livestock industry has been formed by the Development Commission's Agricultural Advisory Council.



Cooperation with the beef promotion campaign of the North Dakota Stockmen's Association is shown in many quarters. Here, the state's governor, Norman Brunsdale, displays a back bumper sticker near his No. 1 license plate advising "Eat Beef — Watch Your Curves." L. to r. are R. M. Miller, secretary of the association, which put out the stickers; Don Short, Medora; the governor, and Brooks Keogh of Keene, the organization president.

THE STATE PRESIDENTS

Harry Blair, recently elected president of the South Dakota Stock Growers Association, lives in Sturgis in the foothills of the Black Hills. He operates four ranches, on a half-



Harry Blair

and one in Meade County, South Dakota; is in process of incorporating these places under the name "South Dakota Hereford Ranches."

Mr. Blair runs mainly commercial cattle, with some registered. He thinks the record-of-performance idea has merit. He does some crossing of yearling Hereford heifers with Scotch Highlands; is doing a little more experimenting along that line this year. His calves are

weaned early from the two-year heifers in the fore-part of August; they start coming in April. Considerable alfalfa and wild hay are cut.

This South Dakotan, who came out from Missouri in 1907, started as one of four brothers working in a small way in partnership. He says he's been ranching "all my life." The Blair son is now on the ranch in Harding County; of two daughters, one is married, one teaches school and is living in town.

Harry Blair cites important state livestock problems as brand inspection, theft prevention and beef promotion. (South Dakota has just set up a public relations group to promote beef. The state fair will be one of the scenes of action with a big sign and a special beef booth.) Another problem in South Dakota is surplus wild game and antelope; even a two-deer license has not decimated numbers in the state.

Mr. Blair served 16 years as treasurer of the school board, served as a county commissioner in the early 1930's and has had a term as state senator; he is a Rotarian and a Shriner. He is a member of the National's executive committee.

PSY Rules Revised

REVISED REGULATIONS (effective September 1) have been set up under the Packers and Stockyards Act designed to make its administration by the Department of Agriculture more efficient and effective.

The changes clarify the language of the regulations, set forth policies established through administration of the act and by the courts, and are aimed at meeting problems brought about by changes in livestock marketing in recent years.

The objectives of the Packers and Stockyards Act are to insure open and competitive markets with adequate facilities, accurate scales, reasonable services at fair rates, and a livestock marketing and meat packing industry free of unfair practices. Changes in regulations under the act have been made periodically since its passage in 1921.

Revisions of the regulations have been under study for several years and were the subject of a series of public hearings. Interested parties were invited to appear and comment on the proposed revisions. (The American National appeared in the interest of cattle growers at several of the hearings.)

Major provisions included in the new regulations:

1. Establish a standard as to qualifications of commission firms or dealers.
2. Require the few livestock exchanges which have dealers and packers as members to exclude such members from participation in making market rules governing relations of commission firms with their producer-consignors.
3. Provide for registration of regularly-employed packer buyers.
4. Increase minimum bond coverage from \$2,000 to \$5,000.
5. Provide that weights shown on accountings shall be actual weights obtained on stockyard scales at the time of sale unless explanation is made.
6. Prohibit auctioneers, weighers, etc., from buying livestock from consignments for any purpose for their own accounts.
7. Prohibit dealers and packers from owning, managing, financing or being affiliated with commission firms.
8. Require packers' scales to be maintained and operated the same as scales at posted yards.

The Packers and Stockyards Act applies to 66 terminal stockyards and 256 auction markets, to 2,300 commission firms, 2,800 dealers and 1,900 meat packers.

COVER PICTURE

This is a Charles Belden shot taken on the old Pitchfork ranch probably not far from Meeteetse, Wyo.

Sign Program Praised

The National Safety Council has saluted cattlemen's groups for the "unusual and compelling" combination of traffic safety slogans with beef messages on auto stickers and roadside signs.

President Ned N. Dearborn wrote Jay Taylor, president of the American National Cattlemen's Association, commending the various state programs which feature the popular "Watch Your Curves—Eat Beef" and other double-meaning phrases.

He asked that Mr. Taylor convey the Safety Council's appreciation and best wishes for success in the beef promotion campaign.

Mr. Taylor said that several states had featured the safety-beef combination in their promotion material and had been commended by state highway patrols and other safety agencies for contributing another method in combating mounting highway deaths.

In a similar letter to Francis Murphy, president of the Colorado Cattlemen's Association, Mr. Dearborn recognized the Colorado group's development of the "Watch Your Curves—Eat Beef" slogan. He wrote "We are firm believers that safety can be presented most effectively when it is presented most attractively and interestingly."

DROUGHT ACTION TAKEN

Fifty-four counties and parts of five others in Wyoming, Texas and Colorado have been designated drought disaster areas because of deterioration of pastures. Previously, 24 New Mexico counties had also been designated. Areas within the affected counties which have had irrigation or rain will not be eligible for drought relief. Farmers and ranchers requiring assistance under an emergency feed program to maintain their basic livestock herds may participate. Drought-area farmers under federal-state hay distribution programs may apply to the Farmers Home Administration office in their county for assistance. The USDA also has authority under the surplus disposal bill to make CCC-owned feed grains available.

WILSON PROMOTES PRODUCTS

Wilson & Co., Chicago, is embarking on its largest advertising and sales promotion campaign; of national scope, it will include newspaper ads, billboards, magazine pages.

FIELD DAY IN OKLA.

The 18th annual Range Improvement Field Day of the U. S. Southern Great Plains Field Station will be held Wednesday (instead of a Saturday, as in former years), Oct. 13 at the station headquarters a mile southwest of Woodward, Okla.

August, 1954

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FLORIDA

Robert Hunter
Warren Barkley

MICHIGAN

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OREGON

D. E. Jones & Son
George B. Russell

IDAHO

John Berg
Frank O. Goddard

TEXAS

W. H. Bell
C. Doornbos
Lee Hudgins
Cole A. Means
Sam F. Means
Alfred Meeks

UTAH

R. B. Money
Col. A. H. Hooker

WASHINGTON

C. H. Vaughn
Bruce Kibler

WISCONSIN

Carl E. Steiger
James Boyle & Co.
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WYOMING

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(Leroy Moore)
Frank Oedekoven

MONEY-MAKING BEAR CLAWS—MAKE 'EM YOUR FIRST CHOICE AND YOU'LL COME BACK FOR MORE

BEAR CLAW

MRS. J. C. MORRILL, Owner

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DAYTON, WYOMING

REGISTERED

HEREFORDS

ARABIAN HORSES

RANCH

Help Yourself!

Sounds like something free, doesn't it?

Funny thing, it really is!

It's what you get extra when you

use WHR blood.

It helps you produce better cattle.

Wyoming Hereford Ranch

Cheyenne



LADIES' CHOICE



Through A RANCH HOUSE WINDOW

By Dorothy McDonald

A letter from Mary (Mrs. Ben) Lemon of Grand Valley, Colo., raises a question I guess I've been trying to avoid for a long time.



Mrs. McDonald

"I should like," says Mary Lemon, "to see the name of our organization, the CowBelles, spelled the same every place, and also one flower and color chosen at the National meeting. At least, the name should be the same!"

I guess I'll have to agree with her. I know I keep chang-

ing spelling practically every time I write the word, which is embarrassing to me and must present somewhat of a problem to whoever proofreads these pages for the magazine. I have tried to check to see if there has ever been an official decision as to the spelling, even asked the National secretary if she could find anything about it in the minutes of past meetings, but so far haven't been able to turn up anything. My own interpretation—"Cowbelles"—I arrived at because . . . well, I suppose because the other kind of "cowbell" (the kind you put on a cow) is spelled

that way. But after we commenced to edit the Chimes I could not but notice that many of the states used the hyphenated form, "Cow-Belles," though two or three states spelled it **my** way on their state stationery. And to make the confusion complete, the National organization stationery is headed "Cow Belles." Two words, not hyphenated.

Well, I've always said, and been proud of the fact, that ours is an industry of rugged individualists. But in this matter of spelling, I'd be willing to be a bit more of a conformist, if I knew just **how** to conform. As it works out now, I find that out of courtesy to whatever state group is being featured that month, I write the name, mostly, the way it appears on their state letterhead.

(However, in the interest of consistency, the PRODUCER editors have been using "CowBelle" throughout.)

I'd like to hear comment on this, and if anything has ever been officially decided at past National meetings—well, I'd like to hear about that, too. If not, let's think about Mary Lemon's suggestion between now and the time we meet in Reno next January. For my part, I'd be **most** happy if we had one, and only one, way to spell the name of this fine organization of ours. And how about a color and official flower as well? I, for one, like the idea.

family could ask for a better dessert for dinner this evening? Mine wouldn't!

And so, good eating . . . and good evening . . . to you all.—D.M.

Meet Your Neighbor

When Beldora Cochran met Waldo Haythorn at a rodeo in North Platte, Nebr., in 1940, the meeting was casual enough. But in time that casual interest gave way to a deeper feeling and in 1943 the marriage of these two young people united two of Nebraska's oldest Sandhills cattle ranch families. It was not surprising that the first meeting of Beldora and Waldo Haythorn should have been at a rodeo, for Waldo's great interest aside from cattle has always been horses and roping.

Beldora says that she is no "outdoor girl," but her interest in rodeos is as great as that of her cowboy husband. Nearly every weekend during the rodeo season finds him in competition at shows ranging from local to the big ones like Cheyenne's Frontier Days, Beldora always goes along.

Her grandfather, George Cochran, was a pioneer rancher near Lewellen, Nebr., and her father, the late G. Byron Cochran, annually sent from his farm and ranch near Sutherland some of the finest fat Herefords to come to the Omaha market. At the time of his death a few years ago, Mr. Cochran was on the advisory board of the Nebraska Stock Growers' Association. Mrs. Haythorn's uncle, Bruce Cochran, today runs the home ranch at Lewellen. A brother, G. B. Cochran, Jr., farms and feeds cattle on the Sutherland place where their mother lives.

AT HOME ON THE RANGE

If your family, like mine, likes "any kind of cake, as long as it's chocolate," you'll be happy to add to your recipes this one for Double Fudge Cake that comes to us from the Kansas CowBelles.

DOUBLE FUDGE CAKE

3 oz. chocolate	1/2 tsp. baking
3/4 cup boiling	powder
water	1/2 cup lard
2 cups sifted	1 1/2 cups sugar
cake flour	2 eggs
3/4 tsp. soda	1/3 cup sour milk
3/4 tsp. salt	1 tsp. vanilla

Method: Grease a 9x14 inch baking pan and flour lightly. Grate chocolate, add boiling water and bring to a boil. Cook, stirring constantly, until thick. Cool. Sift together flour, soda, baking powder and salt. Cream lard with sugar until light and fluffy. Add eggs one at a time, beating well after each addition.

Add flour mixture alternately with sour milk, mixing thoroughly each time. Add chocolate and vanilla and beat thoroughly. Bake in moderate oven (350 degrees) for 35 to 40 minutes, or until it springs back to the touch. Cool and frost with Fudge Frosting.

FUDGE FROSTING

2 oz. chocolate	1 tbsp. corn
1 1/2 cups sugar	syrup
1/2 cup milk	1 tsp. vanilla
1/4 cup butter	1/4 cup chopped
1/4 tsp. salt	nuts

Grate chocolate, and combine all ingredients except vanilla and nuts. Bring to a boil, cook for 2 minutes. Cool, beat until mixture begins to thicken. Add nuts and vanilla and spread on cooled cake.

* * *

A rich smooth chocolate cake—with a rich smooth chocolate frosting. What



At the left is Mrs. Waldo Haythorn. She is presenting an engraved sterling silver tray to Mrs. Marvin S. Tucker who was the recent CowBelle membership award winner.

AMERICAN CATTLE PRODUCER

The name Haythorn is woven deeply into the history of the cattle industry in western Nebraska. Its Figure Four brand stands for fine Hereford commercial cattle, and it is associated with champion Quarter Horses and top roping performance. Waldo's grandfather, Harry Haythorn, a native of England, emigrated to Texas at the age of 17.

Ogallala then was the northern terminus of the Texas Trail, and Harry made three trips north with cattle before in 1884 he settled at Ogallala. In 1896 he went to work as ranch foreman for Perry East, and a few years later he purchased the Big and Little Keyes valleys in which the old homestead nestles and from which the Haythorn outfit spreads. As the years passed, he purchased from James McGinley land on the North River until today the Haythorn holdings include ranches in Keith, Arthur and Garden counties. The Haythorn ranches now include some 45,000 acres and are operated as the Haythorn Land and Cattle Co. by Waldo and his father, Walter.

Sally, 9, and Craig, 6, are the fourth generation Haythorns to reside on the home place near Arthur, some 30 miles north of Ogallala. Already young Craig promises to carry on the family tradition. He will try to ride anything and handles his favorite mount—"Little Pancho," a champion 2-year-old Quarter Horse stallion at Ak-sar-Ben in 1950—like a veteran. Sally, too, is a good horsewoman, belongs to 4-H and Junior Homemakers cooking club.

Mrs. Haythorn's talents find their main expression in music. She attended Stephens College and later studied at the University of Kansas and the University of Nebraska, from which she graduated with a music degree. A member of Pi Beta Phi sorority, she sang soprano with the sorority trio during her two years at Nebraska. Nowadays her talent provides pleasure for her family or is centered in activities of the Methodist Church of which she is a member.

Waldo Haythorn has been a member of the Nebraska Stock Growers' Association for the past 15 years and is on its advisory board. His wife is a charter member of the Nebraska CowBelles, has served as secretary-treasurer and as vice-president of the organization, and at the 1953 convention in Omaha she was elected president.

This year, when she handed the gavel to her successor, Mrs. Woodrow Metzger, every member of the Nebraska CowBelles felt that the organization had become the better for the energy, inspiration and enthusiasm of Beldora Haythorn.

They are proud to say, "Meet Our Neighbors. Meet Waldo and Beldora Haythorn and their children, one of the Sandhills' outstanding ranch families." We're happy to meet them, too.

August, 1954

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ODUCER

American National Cowbelle Chimes

NEBRASKA EDITION

Vol. 2, No. 8

AUGUST, 1954

President — Mrs. John Guthrie, Porterville, Calif.
Secretary-Treasurer — Mrs. Clyde Carlisle, Porterville, Calif.
Vice Presidents — Mrs. Joe Watt, Moorcroft, Wyo.; Mrs. M. E. Trego, Sutherland, Nebr.; Mrs. John Hanson, Bowman, N. D.
Editor — Mrs. Dorothy McDonald, 7905 Palatine Street, San Diego 14, Calif.

A MESSAGE FROM THE PRESIDENT OF THE NATIONAL COWBELLES

Your secretary and I recently attended the annual meeting of the National Live Stock and Meat Board and it was indeed a thrill to witness the grand display of promotional work being carried out by the board. It was an experience that everyone interested in the livestock industry should have at some time.

We are in the process of compiling our recipes and I am grateful to all the CowBelles who have contributed this wonderful selection. Perhaps next year I will have the time to try each and every one of these fine recipes. Our neighboring state of Oregon, through the influence of its president, Miss Ilda May Hayes, has assembled a group of recipes from chefs and stewards of the foremost railways and steamship lines. These will aid us tremendously in getting distribution of our book.

As to our brands that we are using for decorative purposes and the financing of the book, it was necessary to extend the date line for several states until July 30. We have had a good report on that, too. The following will give you some idea of how this cookbook idea is being received by various state groups:

"We think a cook book is really an article that can be sold the year around. We are behind you and will do anything that may help to put this over. Sending a check for \$55 today and with another meeting com-

ing up next month we hope to add to this amount. Best of luck."

"Incomplete report from our state shows we have sent in \$485. Our CowBelles are quite enthusiastic about this cookbook and the men sure wanted some brands in it."

It was my privilege recently to attend a meeting where a report was given on a consumer survey to determine what the industry could do to encourage and promote increased consumption of beef. The foremost idea presented was consumer education. The consumer is not familiar enough with grades of meat and the proper methods of cooking the various cuts of beef. Belles, this is one job we can do: arrange programs or sponsor demonstration to acquaint the consumer with this factual information.

Preliminary plans are being made for our annual meeting in Reno and from advance reservations this convention promises to be one of the biggest ever. The CowBelle features we are starting to work on are a display of promotional material used by our organizations the past year and the presentation of your state CowBelle song.

Until next month, with best wishes to all of you.—MARIAN GUTHRIE, President.

Report on the Nebraska CowBelles

We like to think that in the past six years the Nebraska CowBelles have been weaving a tapestry of friendship. The loom for this was set up on June 10 of 1948 in Omaha. In that first meeting, the background of our tapestry was formed with the adoption of a constitution and the election of our first officers. The succeeding officers and committee members have continued to keep this fabric strong and sturdy, with many new members being added each year, for the pattern we weave is one of friendship. This past year alone 126 new members have been added to our group.

The office of second vice-president was added last year by amendment. At that time, the Nebraska CowBelles also voted to keep a reserve of \$1,000 in the treasury as a backlog for emergencies or harder times.

NEBRASKA COWBELLE OFFICERS

Nebraska CowBelle officers elected at June, 1954, meeting: (L. to r.) Mrs. W. Woodrow Metzger, Gordon, president; Mrs. Chester Paxton, Thedford, first vice-president; Mrs. John A. Streiff, Flats, second vice-president, and Mrs. Bernard Briggs, Antioch, secretary-treasurer.



One of the most memorable occasions enjoyed by our president last year was when she reigned as "Queen-for-a-day" at the Ak-Sar-Ben stock show and rodeo on the day dedicated to the Nebraska Stock Growers. Friends who joined Beldora Haythorn in the Queen's box say that Ak-Sar-Ben never had a more beautiful queen.

Though our organization was formed originally as a social group, each year finds us adding a few more activities—and getting more out of our association.

Last December we set up a beef promotion committee to sponsor a poster contest. This was so successful that it will be repeated this year.

Having accumulated a nice sum in our treasury, we felt a portion of it should be used to aid some worthy cause or person. The choice was the Cedars Home Foundation for Children at Lincoln, to which we gave \$500 to equip completely the playground area.

We have designed a CowBelle pin and have earrings that really ring. Each of our presidents has been presented with a past president's pin at the end of her term. We have our own CowBelle theme song, which was written by Francis B. Furman of Marsland and adopted by our organization in September, 1950. We also have a fine CowBelle Trio who entertains us with some nice vocal selections at our meetings.

The past four years we have held regional meetings once a year and entertained the ladies attending. Last December we arrived in O'Neill where by morning of the day of the meeting a blizzard was howling. Luncheon had been prepared for 150 people who were not able to come, so the CowBelles invited the menfolks to help eat up the delicious food. It was an ambition realized for many of the men who had been wondering just what the CowBelles did at their meetings, and also one of the most successful and enjoyable meetings we have held, even

NEBRASKA POSTER CONTEST WINNER

In the Nebraska CowBelles poster contest the first-prize winner was Mrs. W. H. Schudel, North Loup, who is standing to the right of Poster Chairman Mrs. Chester Paxton. Her entry was the "Eat More Beef" display at the right.



though by evening the snow was 12 inches deep and by next morning half a block of our cars was completely covered.

Many American National members may remember that something similar occurred when the National convention was held in North Platte in January, 1949, the year of our memorable blizzard. Such a disappointment to many of us who were but a few hours' drive away and could not even get off the place! Our radios were tuned for every word about the convention. We hope some day Nebraska may be host again—under more favorable circumstances!

The Nebraska CowBelles have instituted a membership contest similar to that employed by the Stock Growers during the past year. We are proud that we are members of the organization; that we can attend the regional and state meetings where we get to know interesting neighbors. We want to help promote our husbands' business, which is growing beef. We hope in time that every ranch wife will join us in these aims by becoming a Cowbelle.

Our sixth year is ended. Under the

able leadership of Beldora Haythorn and others who preceded her our tapestry of friendship has grown. Though it is still small, we are confident that under our new president, Fay (Mrs. Woodrow) Metzger, it will continue to do so.

Mr. and Mrs. Metzger live on a ranch southeast of Gordon, a place owned by Woodrow's father for the past 65 years. The ranch is now operated by the Half-Diamond E Cattle Company, composed of Woodrow Metzger and W. A. and Marvin Metzger. A background of ranching is in the life of our new president, for Fay was born at Hay Springs, daughter of Mr. and Mrs. B. N. Hooper who now reside in Gordon. Her father ranched at Cody for a number of years and that is where Fay graduated from High School in 1938. Her grandparents, Mr. and Mrs. J. L. Hooper, were pioneer stock people.

The Metzgers have four children, Ann, Janice, William and Barry. Fay has served as chairman of the membership committee of the Nebraska CowBelles, and as their secretary-treasurer. Members have always found her congenial and cooperative and are sure she will lead us in a successful year to come.

Our convention was held at Chadron June 10-12 with the CowBelle luncheon and business meeting on the 11th.—**MRS. JOHN A. STREIFF, Second Vice-President, Nebraska CowBelles.**

Here and There With Other Cow Belles

Mrs. John Guthrie and Mrs. Clyde Carlisle, president and secretary-treasurer, respectively, of the National CowBelles, attended the annual meeting of National Meat Board held in Chicago on June 17-18.

* * *

The Battlement (Colorado) CowBelles entered a successful float in the Glenwood Spring Strawberry Day festival on June 19. Misses Judy Dean and Mary Jo Lemon presided over a camp fire and demonstrated how good the new products, beef bacon and beef

Your Building Fund

On page 2 of this issue you can see sketches of the American National's handsome new home-to-be at Denver. If you have contributed to the building fund, you may feel pride in your "part-ownership" of this edifice. If you have not as yet "joined up," here's a handy coupon you can use.

To American National Cattlemen's Association
515 Cooper Bldg., Denver 2, Colo.

I enclose my contribution (or will send it later) of \$.....
to the American National Cattlemen's Association building fund.

Name.....

Address.....



In the beef poster contest during the Nebraska junior stock growers meeting, first place went to Miss LeNette Wiese of Cascade, Nebr., for her pictorial "Eat More Beef" drawing.

sausage, really are. Glenwood Springs has no CowBelle unit and is a tourist town with people from far and wide, so the Battlement CowBelles feel they may have brought these new beef products to the notice of many people over a wide area. At the regular meeting of the Battlement CowBelles, which was a "cancer" meeting with several guests present, the president, Mrs. Ben Lemon, added to other refreshments a toasted beef bacon sandwich. (An idea many of us could copy in our entertaining just now.—Ed.)

At the North Dakota CowBelles' convention in June, the beautiful CowBelle scarf designed by Grace Merz Privratsky, a Dickinson CowBelle, was put on sale. Mrs. Privratsky, who is gaining a reputation for her oil paintings of western scenes, used the brands of members of the North Dakota CowBelles to border the black-and-white scarf that features "CowBelles" in the costume of covered-wagon days as well as in conventional riding garb. It is a scarf that any CowBelle would be delighted to own.

Colorado's CowBelles, under Mrs. Leavitt Booth of Arvada, their president, in cooperating with other branches of the meat industry to promote beef have selected from 34 local groups their top meat recipes for publication as recipes of the week. These will be put out jointly with the Colorado A&M College extension service, press and radio media. The recipes, and suggested menus, will also be available at groceries.

Close to 50 members were present for the first meeting of the second year for the Madera County (Calif.) CowBelles. Mrs. Al Skelton, the president, conducted it, and Mrs. John Jamison and Mrs. Kenneth Wagnon were named to head a beef promotion program being planned.

Among activities for the year, in January the CowBelles organized a National Live Stock and Meat Board

cooking school. In March the group held their annual "levis and cotton" dance, which drew some 400 CCA members and their guests.

In April the CowBelles held a joint meeting with Madera County CCA members at Ahwahnee. The May meeting produced the following new slate of officers: Mrs. Fred Davis, Madera, president; Mrs. Will Gill, Jr., vice-president; Mrs. Harold Rolff, secretary; Mrs. Stanley Cadenazzi, treasurer. A membership total of 99 ladies was reported.

The final meeting was held near Fresno. A report was heard on the compilation of brand histories now in progress, with a view to publishing them in pamphlet form.

The quarterly meeting of the Arizona CowBelles was held in Flagstaff on June 9. Many of the members wore garments made from the Arizona CowBelles' material, so the ladies held a style show all their own. A vote of thanks was given Sue McDaniels, who did so much to make this project a success. Polly Browning gave a report of the beef recipe of the week program, a project recently completed. Northern Arizona CowBelles served refreshments.

The San Diego (California) CowBelles had a booth at the Del Mar County Fair in July—a booth so successful that they have been invited to enter a similar display at two other

N BAR Ranch

Annual Angus Ranch Sale

Oct. 25, 1954

From one of Montana's oldest and most prominent Angus herds we offer:

- 150 Commercial and Purebred Heifer Calves
- 150 Commercial and Purebred Cows
- 50 Commercial and Purebred Yearlings and Two-Year-Old Heifers
- 50 Selected Steer Calves for 4-H
- 50 Selected Purebred Bull Calves

Bang's free, calfhood Bang's vaccinated.

Sale at the Ranch

18 miles southwest of Grass Range.
Good air strips on ranch.

Norman Warsinski, Auctioneer.

N BAR Ranch

Jack Milburn, Mgr.

Grass Range, Mont.

county fairs. The new product, beef bacon, was featured and the ladies gave away several thousand sets of their "economy beef" recipe cards.

It is still too early for details, but our National CowBelle president, Mrs. Guthrie, hopes to be able to offer some sort of small yearbook that will at least in part take the place of the Chimes reprints which we were sorry not to be able to continue to mail out now that the Chimes is a monthly publication.

In the meantime, have you sent in your 1954 dues to the National? If not, why not today? The proposed Yearbook, like many of the other plans that Marion Guthrie would like to make for our 1955 convention in Reno, depends upon us . . . all of us. How many

members will the National CowBelles have in 1954? That, too, is up to us.—DOROTHY McDONALD.

WHY NOT JOIN NOW?

Ladies! Here's a wonderful way to spend a dollar so that it helps you AND the cattle business. The good work and good fellowship of the National CowBelles are getting better and better known—and cheap at the price! . . . And here's an easy way to join: Fill out this coupon and send it, with the \$1, to Mrs. Clyde Carlisle, Porterville, Calif.

I would like to be a CowBelle.

Name _____

Address _____

BETTER FREEZE & PACKAGE

At a meeting in Chicago, packers discussed frozen meats, and Dr. Roy Newton, vice-president in charge of research for Swift & Company, said "any mass merchandising of consumer frozen meats would pose problems of freezing, refrigeration, packaging and necessitate a new system of distribution.

But he said frozen consumer meats are economically sound. Swift has a separate package research division studying the problem.

Another packer research man said

that although in 1953 160 million pounds of meats were packaged as frozen foods, it amounted to only 1 pound per person. He said the business is growing.

The National Provisioner magazine in a recent editorial said it believes it is time to give up any attitude of "technically possible, but . . ." and that every packer "small or large, should begin to acquire facts and lay the groundwork for speedy meat preparation, packaging and distribution. If you don't make plans and act, maybe somebody else will."

The LaRue "Long Bar" Cattle Squeeze Chute

The ONLY piece of equipment ever built that will do ALL the work of a Squeeze, Calf Table and Stock . . . PERFECTLY.

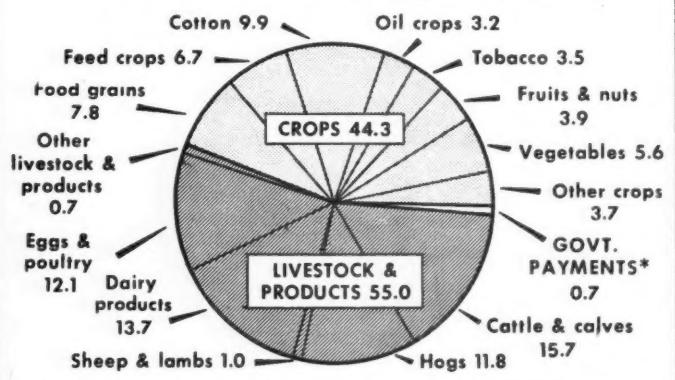
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LAHUB MFG. CO.
PARKS, ARIZONA



FARM CASH RECEIPTS, 1953

Commodities as a Percentage of Total



CATTLE BIGGEST INCOME SOURCE

More than 28 per cent of farmers' cash receipts last year came from meat animals. Diary and poultry products combined made up 55 per cent of the total.

Receipts from cattle and calves have been the largest single source of income since 1945, when they superseded dairy products as the leader.

THE CATTLE COUNT

The cattle number situation evokes a variety of comments and opinions. American National Secretary F. E. Molin requested the comments of economists from several cattle growing states and came up with the following summary on the subject:

Q. How about the accuracy of government figures on cattle numbers?

A. Techniques could be improved; figures are short of actual numbers but figures do measure the trend.

Q. Will demand be sufficient to maintain prices in the near future?

A. Possibly supply may be too high for the near future; this should clear up in not too distant future; cattlemen can avoid harm by examining costs and industry by advertising.

Q. Are present cattle numbers adequate to growing population?

A. No. We must expand sizeably, even by 1960; one-third to two-thirds in next 25 years.

Q. Should effort be made to limit or control production?

A. Not by government. By industry, yes.

On the first question economists recognize the difficulty in counting cattle numbers. The economist from Colorado has a great deal of sympathy for the department in this case. He says many cattlemen actually do not know their own cattle numbers.

If we are not to fall back into a semi-vegetative existence, we must expand according to population, one economist says. But, says the man from Alabama, what we need is keener appreciation of quality.

There is general accord among the economists, as there is among cattlemen, that the raisers of beef cattle must solve their own problems and not ask for control from government.

COUNT FOR '55 EXPORT

A count of exportable cattle has been requested by the Ministry of Agriculture of northern Mexico cattlemen's organizations to see how many will be available for movement when shipment north of the Rio Grande resumes on Jan. 1. The census, it was explained, will permit assigning quotas for export and servicing the Mexican market. Estimates are that 650,000 head can be shipped during 1955, which would be about 10,000 more than the average annual export before the border was shut because of aftosa in Mexico.

NEW FENCE LAW

Louisiana lawmakers have enacted two measures dealing with cattle roaming on highways. One bans livestock from roaming highways with a daily vehicle count of 1,000 or more. The other appropriates \$400,000 to be distributed to open range parishes (counties) to help build fences if the parishes match the funds.

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RECORD MEAT OUTPUT

More meat will be produced in the United States this year than ever before in history, according to the American Meat Institute.

"Present trends indicate," the Institute said, "that we shall produce this year 25½ billion pounds of meat. This will be 3 per cent above last year's production and the highest on record, bettering the previous record of 25.2 billion pounds produced in the war-year of 1944.

"Because of our rapidly increasing population . . . bumper crops of babies and senior citizens living longer . . . the per capita supply will be about the same as last year, 154 pounds.

"After two years of curtailment, 11 per cent more hogs are expected to be processed under federal inspection during the 1954-55 marketing year, which begins in August. Moreover, many pigs are expected to come to market earlier this year.

"Approximately 39.7 million head of cattle and calves are expected to come to market in 1954—almost 3 million more, or 8 per cent above the previous high in 1953. Such an increase—depending somewhat on drouth or other unpredictable conditions—will be sufficient to halt the growth of the country's cattle population. Numbers may show a moderate decrease as a result."

* * *

According to the USDA, cattle slaughter will be at about the same high volume the latter part of this year as in the latter half of 1953, but there will be a substantial increase in hogs slaughtered. Sheep and lamb slaughter may be a little below the period last year. Total output of red meat will be somewhat over a year ago.

Prices for cattle and calves are likely to average generally about the same as last year, the department says. Prices for hogs will be moderately lower.

FORESTS CONSOLIDATED

The Trinity and Shasta national forests in northern California are being consolidated into a combined forest with headquarters in Redding, according to Clare Hendee, regional forester. The Goosenest district of the Shasta will become part of the Klamath forest with headquarters in Yreka, Calif. The remainder of the Shasta and Trinity will be combined into one administrative unit to be known as Shasta-Trinity National Forest.

HOW TO SPRAY

"How to Spray the Aircraft Way" is a new farmers' bulletin (No. 2062) brought out by the USDA. Non-technical and easy to read, it is the first booklet of its kind to tell how to get best results in killing insects by aerial spraying. Write to Office of Information, USDA, Washington 25, D.C.

August, 1954

Travel by
Long Distance
and save
the difference
MOUNTAIN STATES TELEPHONE

NEED FOR INVENTION

A lot of our governmental hasseling could be avoided if someone would invent a better mouth trap.

SOLID FOUNDATION

The main advantage with starting at the bottom is that you have something solid to fall back on.

HOTEL RESERVATION FORM

Below is a list of the hotels to be used for the 58th annual convention of the American National Cattlemen's Association in Reno, Nev., Jan 10-12, 1955. In addition, there are numerous motels with very fine accommodations ranging from \$5 a day for one or two persons to \$24 a day for suites accommodating four to six people. If you desire motel accommodations, please indicate as "first choice" below. You will be assigned to one of the finest courts in the region.

(Where rates are specified, accommodations will be provided at that rate if available; otherwise, the next highest rate will apply.)

	Single	Double	Twin	Suite
Mapes Hotel (Hqs.)	\$7 up	\$9 up	\$10 up	\$25 up
Riverside Hotel (Hqs.)	\$7 up	\$12 up	\$12 up	\$15 up
El Cortez Hotel	\$5 up	\$8 up	\$10 up	
Golden Hotel	\$6 up	\$8 up	\$10 up	

APPLICATION FOR RESERVATIONS

Robert J. Sullivan, Convention Director
Reno Chamber of Commerce
P.O. Box 2109
Reno, Nevada

Please reserve the following accommodations for the American Cattlemen's Association convention. My check for \$10 deposit for each room is enclosed.

(Indicate if you desire single, double or twin suite space; also, your first, second and third choices of hotel, and the rate you wish to pay.)

The following will be in my party:

Please confirm the above reservation to:

Name _____

Street _____

City _____ State _____

NOTICE: All reservations will be acknowledged by the Reno Chamber of Commerce. If all rooms are taken at the hotel you specify, reservations will be made at one of the other hotels listed. In order to assure your room reservations, it will be necessary to accompany your request with a deposit of \$10 for each room. Reservation deposits will be credited to your hotel bill. Make checks payable to Robert J. Sullivan, Convention Director, Reno Chamber of Commerce.

SALES

OCT.
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S. D.

BHR SALE
AT PARKER, S. D.
Bones Hereford Ranch
PARKER, S. D. WRITE FOR INFORMATION
Groups of Bulls and Females Are for Sale at Private Treaty

Oct. 4

Thorp Hereford Farms

All Star Sale

Britton, So. Dak.

OCT.
25

COMBINATION SALE

North Star Herefords, Inc.—Thorp-Krafka
ABERDEEN, SOUTH DAKOTA

BREEDERS: USE THIS SPACE

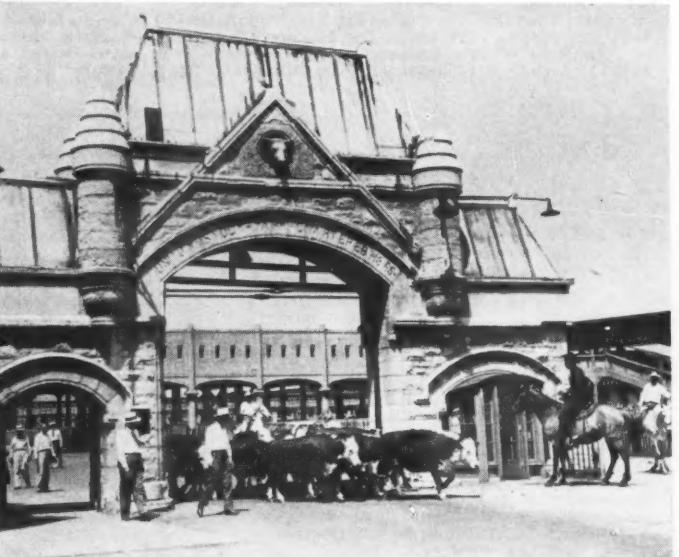
To give essential facts about your next sale. It will bring you the buyers. The cost is small.

BOISE VALLEY ANGUS DAY

The Boise Valley Angus Association held a field day some weeks ago at the Idaho Angus Ranch near Boise, owned by Fentress and Mary Kuhn. The day started with a type demonstration by Walt Smith, Pacific Coast fieldman for the American Aberdeen-Angus Breeders Association; it later included a potluck lunch and several addresses and demonstrations in the afternoon.

CHICAGO LANDMARK 75 YEARS OLD

Commemorating the 75th anniversary of the old stone gate at the Chicago yards, William Wood Prince, president of the Union Stock Yard and Transit Co. observes cattle being driven through the gate — just as was done in the early days. Then the animals arrived by rail and were driven out of the yards through the old gate to nearby packing plants.



TEXAS FAIR FEATURES JUNIORS

Officials of the State Fair of Texas in Dallas, Oct. 9-24, declare that the entire program for the show has been planned "so that each of the junior shows will be practical in every respect for 4-H club boys and girls and Future Farmers." Junior premiums for the show, to run Oct. 18-22, will total \$15,480, including a \$350 cash premium for the best junior herdsman.

HEREFORD ASSN. ADDS 99

With the addition of 99 breeders over the nation during June, membership in the American Hereford Association touched the all-time peak of 24,167. Greatest numbers of new members were taken in from Kansas, Texas, Oklahoma, California.

TWO FEEDER EVENTS SET IN FALL AT CHICAGO

Chicago has scheduled two big feeder cattle shows in the early fall—the 10th annual Chicago Feeder Cattle Show and Sale, Oct. 28-29, and the special September show and sale, introduced last year and to be held this year Sept. 23-24. In the October event cash prizes of \$5,600 are offered by the Union Stock Yard and Transit Company, sponsors, and by the Angus Hereford and Shorthorn breed associations. Both events will conclude with auction sales of all cattle shown.

BRAHMAN ASSN. VOTES SHOW PREMIUM FUNDS

The American Brahman Breeders Association will add to premium moneys for Brahman classes in 28 livestock shows during the 1954-55 season, the ABBA board of directors recently announced after a spring meeting in Houston. A total of \$16,795 has been appropriated for the purpose; this is an increase of 4.4 per cent over last year. Added to the list this year are the Northeast Louisiana State Fair at Delhi and the Trinity Valley Exposition of Liberty, Tex. Also supported are shows in Alabama, Arizona, Arkansas, Georgia, Florida, Ohio.

P-I BACK IN OLD HOME

At North Portland, the 11-acre plant of the Pacific International Livestock Exposition has been vacated by the U. S. air force and will be the site of this year's show, running from Oct. 19 through the 23rd. Pending construction of a new coliseum, approved by Portland voters, the exposition for the next two years will probably have an augmented livestock show but no horse show or other arena events.

BEEFMASTER BREED OFFICIAL

The USDA Farmers' Bulletin No. 1779, revised January, 1954, recognizes Beefmasters as a distinct breed of cattle originated in this country. Beefmasters were developed under a continuous breeding program begun in 1908 by the Lasater Ranch at Falfurrias, Tex., which now also operates at Matheson, Colo. The breed is a Brahman cross.

N. M. FAIR. SEPT. 25

Dates of the 1954 New Mexico State Fair are Sept. 25-Oct. 3, at Albuquerque. Wednesday, Sept. 29, has been designated as Cattle Growers Day, with a beef cattle show highlighted.

AMERICAN CATTLE PRODUCER

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WESTERN ANGUS WINNERS

At the second annual Western Aberdeen-Angus Futurity last month in Santa Rosa, Calif., a senior yearling bull jointly owned by Hacienda de Los Reyes of Selma, Calif., and Tews Angus Farm, Filer, Ida., was named supreme grand champion. The grand champion female was a junior yearling entry of Wikiup Rancho at Santa Rosa.

REGISTER OF MERIT SHOWS SET

Starting Oct. 19 at the Pacific International in Portland, four major Register of Merit shows have been scheduled; the other dates are the Grand National Livestock Exposition at San Francisco, opening Oct. 29; Ogden Livestock Show, Ogden, Utah, Nov. 12; Capitol Show of Idaho at Boise, Nov. 20.

**CORN BELT CATTLE SOLD
ON YIELD-GRADE BASIS**

Iowa, Ohio and other Corn Belt states have reported recent selling of slaughter cattle on a yield and grade basis. One feeder at Bainbridge, O., has sold 16 Brahman crossbred steers on that basis; his cattle are reported to have dressed 62.6 per cent and graded U.S. Choice.

GRAND NATIONAL SLATED
The 10th Anniversary Grand National Livestock Exposition at San Francisco will headline the National Aberdeen-Angus breeding cattle show and sale and will offer total livestock premiums of \$89,261. As in previous years, beef cattle premiums of \$47,267 will account for more than half the total moneys offered in the livestock division. Dates of the show are Oct. 29-Nov. 7.

SEVENTH ANGUS FUTURITY
There will be 395 "Black" in competition when the seventh annual American Aberdeen-Angus Breeders Futurity begins at Lexington, Ky., on Aug. 12. Twenty-seven new exhibitors are included in the total list of 80 who will contest for \$23,340 in premiums and 39 trophies. The 296 cash prizes will range from \$400 down to \$25.

SANDHILLS CATALOG OUT
"Sandhills Feeder Cattle," the annual bulletin of the Sandhills Cattle Association at Valentine, Nebr., is now off the press with its list of 150,000 head of cattle for sale in the area. It is distributed free of charge to more than 20,000 feeders in the Corn Belt.

RED BLUFF SALE DATES SET
The 1955 edition of California's annual Red Bluff Bull Sale will take place Feb. 3-5 at the Tehama County Fair Grounds, two miles east of Red Bluff, Calif. Auctioneers will be Charles Adams of Los Angeles and Howard Brown of Woodland, Calif.

BULLS

FOR SALE AT PRIVATE TREATY

MESSERSMITH'S HEREFORDS

Have yearling herd-header bulls, bred and open heifers. The kind that build beef for you. Write or see us.

F. E. MESSERSMITH & SONS - 623 Emerson, Alliance, Nebr.

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

POLLED OR HORNED HEREFORD BULLS

Our bulls have sired top selling feeder cattle
for many commercial cattlemen

RUGGED BULLS REASONABLE PRICES

A. B. Hardin

Phone 022F23

Gillette, Wyo.

USE PRODUCER LISTINGS TO SELL YOUR CATTLE

ABERDEEN-ANGUS CATTLE N BAR RANCH

Purebred and
Commercial

MONTANA

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

PRODUCTION RECORD

Rosabella Gomez, 17-year-old registered Hereford cow, has produced 25 calves in 15 years for owners Mrs. Sophia Schmele and son of Newell, S. D. Rosabella had three calves the first three years, twins each of the next five years, three more singles, twins for three years and triplets in 1954. Shown are the triplets held by son William and Rosabella standing quietly beside them.



Calendar

Oct. 19-23—Pacific International Livestock Exposition, North Portland, Ore.
 Oct. 29-Nov. 7—Grand National Livestock Exposition, San Francisco.
 Sept. 23-24—Chicago Feeder Cattle Show and sale, Chicago USY.
 Oct. 28-29—Chicago Feeder Cattle Show and sale, Chicago USY.
 Nov. 4-5—Convention, Nevada State Cattle Assn., Winnemucca.
 Nov. 10-12—58th annual meeting U. S. Livestock Sanitary Assn., Omaha, Nebr.
 Nov. 12-17—Ogden Livestock Show, Ogden, Utah.
 Nov. 16-17—Florida Cattle Assn. Convention, Orlando.
 Nov. 26-Dec. 4—International Livestock Exposition, Chicago.
 Dec. 6-8—California Cattlemen's Convention, Sacramento.
 Jan. 10-12, 1955—58th annual convention, AMERICAN NATIONAL CATTLEMEN'S ASSN., RENO, NEV.
 Jan. 14-22—National Western Stock Show, Denver, Colo.

COLD STORAGE HOLDINGS

(In thousands of pounds)

	June 30	May 31	June 30	5 Yr.
	1954	1954	1953	Avg.
Frozen Beef	103,473	118,588	166,517	109,530
Cured Beef	8,075	8,775	10,118	8,679
Lamb, Mutton	7,783	8,135	13,461	9,408
Total Pork	347,500	384,643	414,227	512,117
Total Poultry	152,144	167,499	117,876	120,269

FEDERALLY INSP. SLAUGHTER

(In thousands)

	Cattle	Calves	Hogs	Sheep
June 1954	1,570	622	3,453	1,200
June 1953	1,450	586	3,607	1,055
6 mos. 1954	8,781	3,506	23,836	6,736
6 mos. 1953	7,950	3,040	27,353	6,736

CHICAGO LIVESTOCK PRICES

	July 20, 1954	July 28, 1953
Steers, Prime	\$24.50-26.25	\$26.00-28.25
Steers, Choice	22.00-25.00	23.50-27.00
Steers, Good	18.00-22.75	19.50-24.00
Steers, Comm.	15.50-19.00	15.50-20.00
Vealers, Ch. & Pr.	18.00-21.00	
Vealers, Cm. & Gd.	14.00-18.00	15.00-22.00*
Calves, Ch. & Pr.	16.00-19.00	
Calves, Cm. & Gd.	13.00-16.00	14.00-18.00*
F. & S. Strs., Gd.-Ch.	16.50-21.50	17.50-22.50
F. & S. Strs., Cm.-Md.	11.50-17.00	12.00-18.00
Hogs (180-240 lbs.)	22.00-23.50	25.50-26.50
Lambs, Gd.-Ch.	19.50-21.00	22.00-24.00
Ewes, Gd. & Ch.	4.00-4.75	5.00-6.50
(* Cm.-Gd. in 1953)		

WHOLESALE DRESSED MEATS

	(Chicago)	July 20, 1954	July 28, 1953
Beef, Prime	\$40.50-42.00	\$44.00-46.00	
Beef, Choice	38.00-40.00	41.50-45.00	
Beef, Good	35.00-37.00	40.00-42.00	
Beef, Comm.	31.00-33.00	31.00-35.00	
Veal, Prime	38.00-42.00	36.00-42.00	
Veal, Choice	34.00-39.00	34.00-39.00	
Veal, Good	32.00-37.00	32.00-36.00	
Lamb, Choice	46.00-47.00	51.00-54.00	
Lamb, Good	42.00-46.00		
Pork Loin, 8-12#	60.00-62.00	55.00-57.00	

JUNIORS PITCH IN ON NEW BUILDING

Interest of the Junior Cattlemen in the building fund of the American National Cattlemen's Association takes concrete form with their decision to purchase the chairs for the reception room of the new building. Individual Junior members are asked to send their contributions for this purpose to Jerry Houck at Gettysburg, S. D.

Personal Mention

Roy Parks of Midland, Tex., head of the Texas & Southwestern Cattle Raisers Association, has been elected president of the Texas Beef Council. Also elected: J. D. Sartwelle of Houston, first vice-president; Dolph Briscoe, Jr., Uvalde, secretary.

A. Z. Baker of Cleveland, O., was re-elected to head up the American Stock Yard Association; Otto V. Moesch of Cincinnati became secretary, when the organization met recently. Next year's convention is scheduled for Portland, Ore.

T. R. St. John has been named vice-president of Armour & Company, Chicago. He had, a short time ago, been appointed general manager of all of the packing firm's beef operations when C. E. Sheehy was transferred to the president's office. Mr. St. John has been with the Chicago general office since 1945.

Lyle Liggett, the American National's information director, has been named to a special three-man advisory committee on television-radio-press relations for Livestock Conservation, Inc. Other members: Norman Kraeft, farm service director at WGN, Chicago, and Bill Knox, editor of "Hoard's Dairymen."

William Cheney of Stanford, Mont., has been named executive officer and recorder of marks and brands by the Montana Livestock Commission. He succeeds Ralph Miracle, who resigned to take over the secretaryship of the Montana Stockgrowers.

New editor of the Nebraska Cattlemen, publication of the Nebraska Stock Growers Association, is Charles Beam of Stapleton, Nebr. Mr. Beam, who has a ranch background and training in animal husbandry, studied agricultural journalism at the University of Nebraska.

Moroni A. Smith: Prominent since before the turn of the century in Utah livestock circles, Mr. Smith died at Salt Lake City several weeks ago at 69 years.

Dean W. L. Blizzard: The retired dean of agriculture at Oklahoma A&M College died early last month at his Stillwater home at age 66. He had retired in March, 1953, in ill health.

Senator Hugh Butler: The three-term senator from Nebraska suffered a fatal stroke at his Washington residence at the age of 76.

J. P. Maddox: A longtime member of the American National, this well known Texan died at Colorado City on June 5.



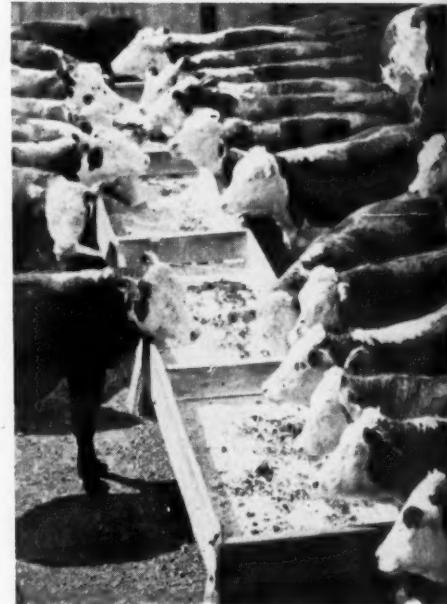
TO THE
EDITOR
(Cont. fr.
P. 4)

SOUTH DRY TOO—Subsoil moisture conditions even worse than last year. Pasture conditions fairly good because of local showers but two or three weeks without any rain would burn up local pastures. Less steers on pasture in central Kentucky than at any time during the past several years. — Wallace V. Campbell Jr., Bourbon County, Ky.

O.K. ON MTN., DRY BELOW—We are in the middle of the drouth area but luckily we have all our stock on the mountain for the summer. I don't know what we are coming down to this fall but it isn't too bad on the mountain so far.—Calvin A. Case, Johnson County, Wyo.

PUTTING SIGN TO WORK—I loaned our local supermarket one of our big signs to hang over the counter in the meat market for two weeks. Hope it helps to sell more beef. . . . We had a fine rain (7/19) last week, and our pastures are so pretty and green and cattle fat. Hope the government will get in and buy some of these cattle to bolster the market some.—J. J. Higginson, Jr., Noxubee County, Miss.

CATTLE ON FEED



Cattle on feed for market in the 11 Corn Belt states on July 1 were estimated to number 5 per cent larger than on July 1, 1953, according to the Crop Reporting Board. Indications point to an increase of nearly 200,000 head. For the country as a whole, the number on feed appeared to be about 5 per cent more than last year. This compares with a 9 per cent decrease in numbers on feed Jan. 1 this year and a 2 to 3 per cent decrease on Apr. 1 this year.